

LIFE

FROM ITALIANS INTO AMERICANS

A PHOTO ESSAY ON THREE GENERATIONS

THE FOOTBALL SHOW—IN COLOR



MR. AND MRS. ALFONSO LA FALCE

20 CENTS

OCTOBER 5, 1953

REG. U. S. PAT. OFF.

All this... and Serving Pieces, too
Only \$59.75



Free of extra cost, you get these 4 treasured serving pieces when you buy this radiant 60-piece service for 8, in handsome anti-tarnish chest. Serving pieces match your choice of pattern.



All the silverware you'll ever need to entertain beautifully! 60 radiant pieces in the pattern you choose—a complete service for 8! Plus 4 elegant servers to match, free of extra cost! Each piece has richness in the feel . . . in the look . . . in the depth of ornamentation. Most-used pieces are protected by an extra overlay of pure silver at the vital wear point—your promise of lasting loveliness! Each pattern in a mahogany-finish chest with gleam-keeping, anti-tarnish lining.

*Trade Marks. ©1953, Oneida Ltd., Oneida, N.Y.

25¢ TO YOU

for trying this new Anti-Enzyme IPANA A/C

Linda and Peggy Jones, sparkling IPANA A.C. twins

Same familiar package

Product of Bristol-Myers

PROLONGED ANTI-DECAY ACTION!

Ipana A/C destroys acid-producing enzymes—not just for 1/2 hour, but for hour after hour!

STOPS BAD BREATH ALL DAY WITH CHLOROPHYLL

Anti-enzymes are the great news in fighting tooth decay. And every tube of IPANA A/C Tooth Paste now on sale contains *anti-enzyme* ingredients that give you proved protection against cavities.

IPANA A/C protects your teeth from acid-producing bacterial enzymes long after

brushing—not just for 1/2 hour or less, but for hour after hour.

The ammoniated formula of new anti-enzyme IPANA A/C is proved by clinical tests. No other leading tooth paste has it. And IPANA A/C contains Chlorophyll, too, to stop bad breath all day.

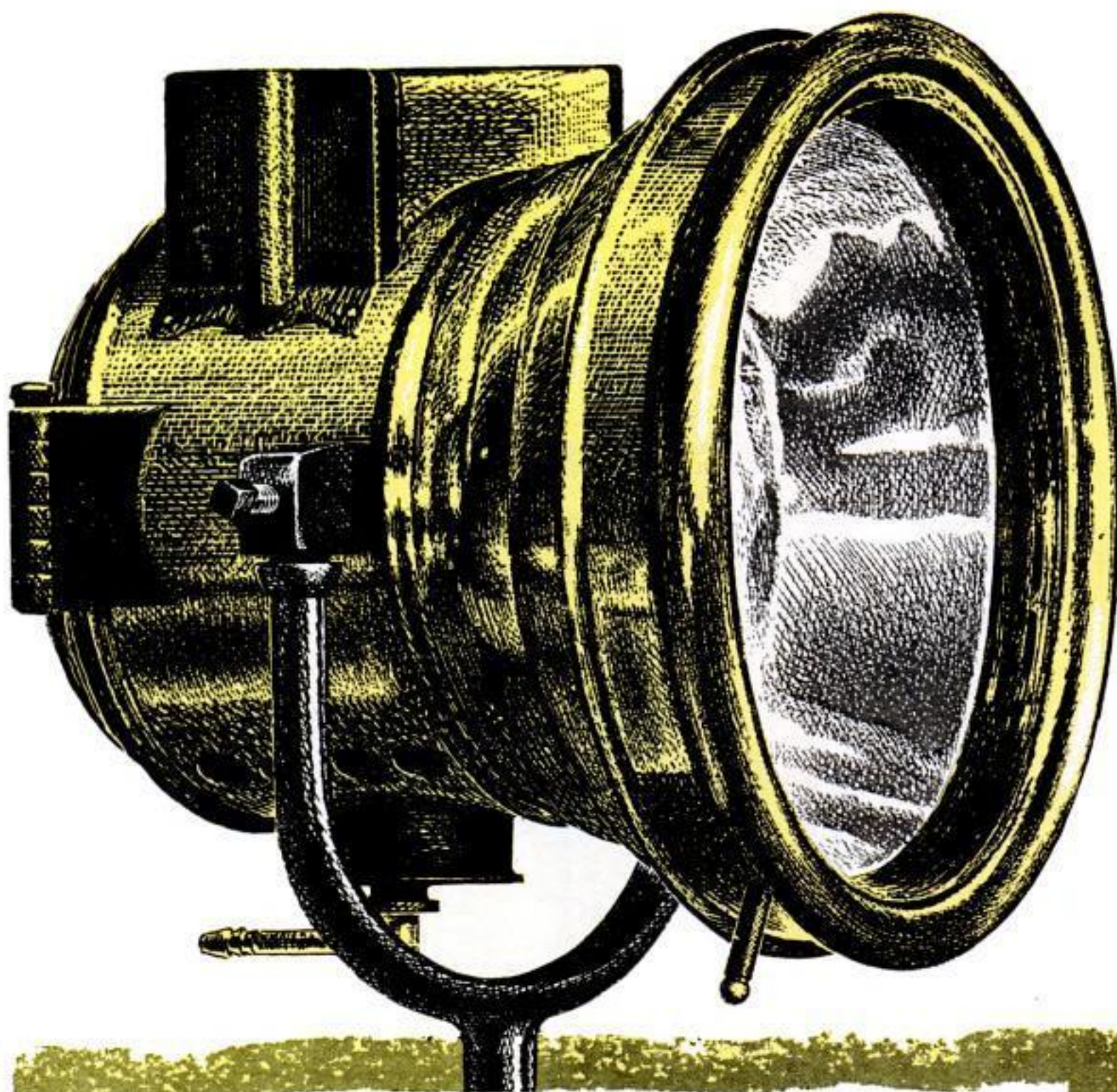
Accept this offer!



1 Buy the economical giant (63¢) tube of new anti-enzyme IPANA A/C. On sale everywhere in same familiar carton.

2. Mail the empty carton, with your name and address, to IPANA A/C, Dept. AA-103, Box 100, New York 17, N.Y.

25¢ in cash will be promptly mailed to you. Offer expires Dec. 31, 1953. Limited to one per family. (Offer good in continental limits of U.S.A. and Canada only.)



*It's easy to see . . .
why you need a
modern battery today*

Lights! Headlights, turn lights, stop lights, dome lights—dozens of electric lights have been added to cars since the acetylene lamps blinked out. And every year engineers find more uses for electricity in your car. That's why you need a powerful battery . . . a modern battery like a DELCO. You can depend on a DELCO—to stand up so you'll be sure to start up. Today, more cars start with DELCO batteries than any other make!

**ALWAYS REPLACE WITH A DELCO
THE NATION'S NO. 1 BATTERY**



A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DELCO
BATTERIES

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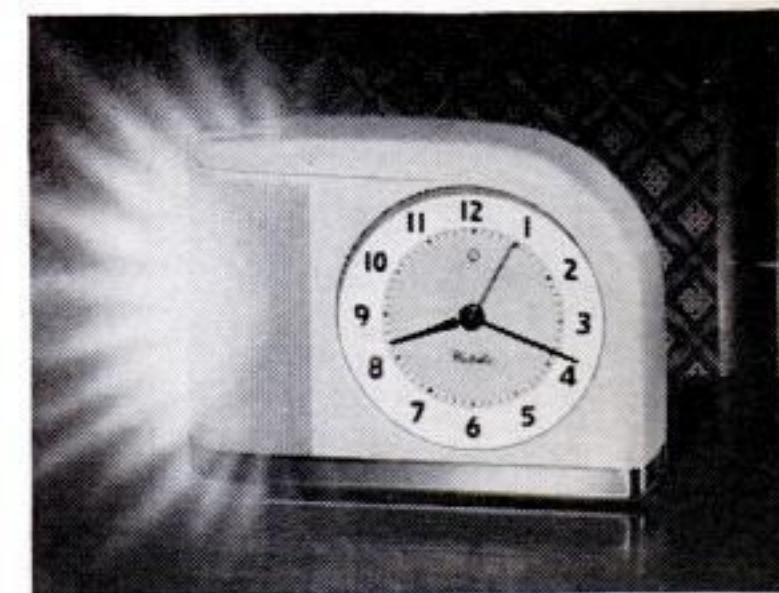
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**calls you
Silently!**



Believe it or not, the Moonbeam by Westclox offers an entirely new way to wake up; an experience so gentle, so pleasant, that it is the delight of even the most reluctant sleepyheads . . .



Moonbeam's first call is *silent*. A blink-
ing light eases you into wakefulness
without disturbing the rest of the house-
hold. But if you ignore the insistent,
blinking light—and fail to shut it off
within a few minutes—then . . .



. . . the light is joined by a cheerful,
audible call. The Moonbeam idea, ex-
clusive with Westclox, is so effective
even the hard-of-hearing respond amaz-
ingly. For this priceless joy of waking
up *ever so gently*—only \$10.95. With
luminous dial, a dollar more.

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Electric Clocks

Made by the makers of Big Ben
La Salle-Peru, Illinois

PRODUCTS OF **GT** CORPORATION
GENERAL TIME

LINES TO A LINEMAN

ILLUSTRATED BY NORMAN ROCKWELL

No word of pen or stroke of artist's hand
No flowered phrase or oratory's boast
Need tell the story of the world you've made.
'Tis writ upon the pages of the land
From north to south—from coast to coast.

Those poles you mount—those lengthened strands you string
Are not just sturdy uprights in the sky
That march across the miles in proud parade.
You've made them into words that help and sing
A doctor's call, good news, a lover's sigh.

Deep etched in time the record of your skill
The work you've done—your willingness to do
The fires and storms you've tackled unafraid.
Your signature is carved on every hill
Yours, too, the creed—"The message must go through."

BELL TELEPHONE SYSTEM



Norman
Rockwell



To 1 out of every 3 smokers: **Look** before you smoke

You'll see how to get the health protection you definitely

FOR YEARS, cigarette manufacturers tried to find a filter that would give real health protection to the 1 out of every 3 smokers who is unusually sensitive to tobacco tars and nicotine.

Finally, P. Lorillard Co., makers of KENT, perfected the amazing "Micronite" Filter. By all measurements, the most effective cigarette filter ever developed, it *removes far more nicotine and tars than any other cigarette filter*. Equally important, the Micronite Filter lets through the tobacco flavor you want for full smoking pleasure.

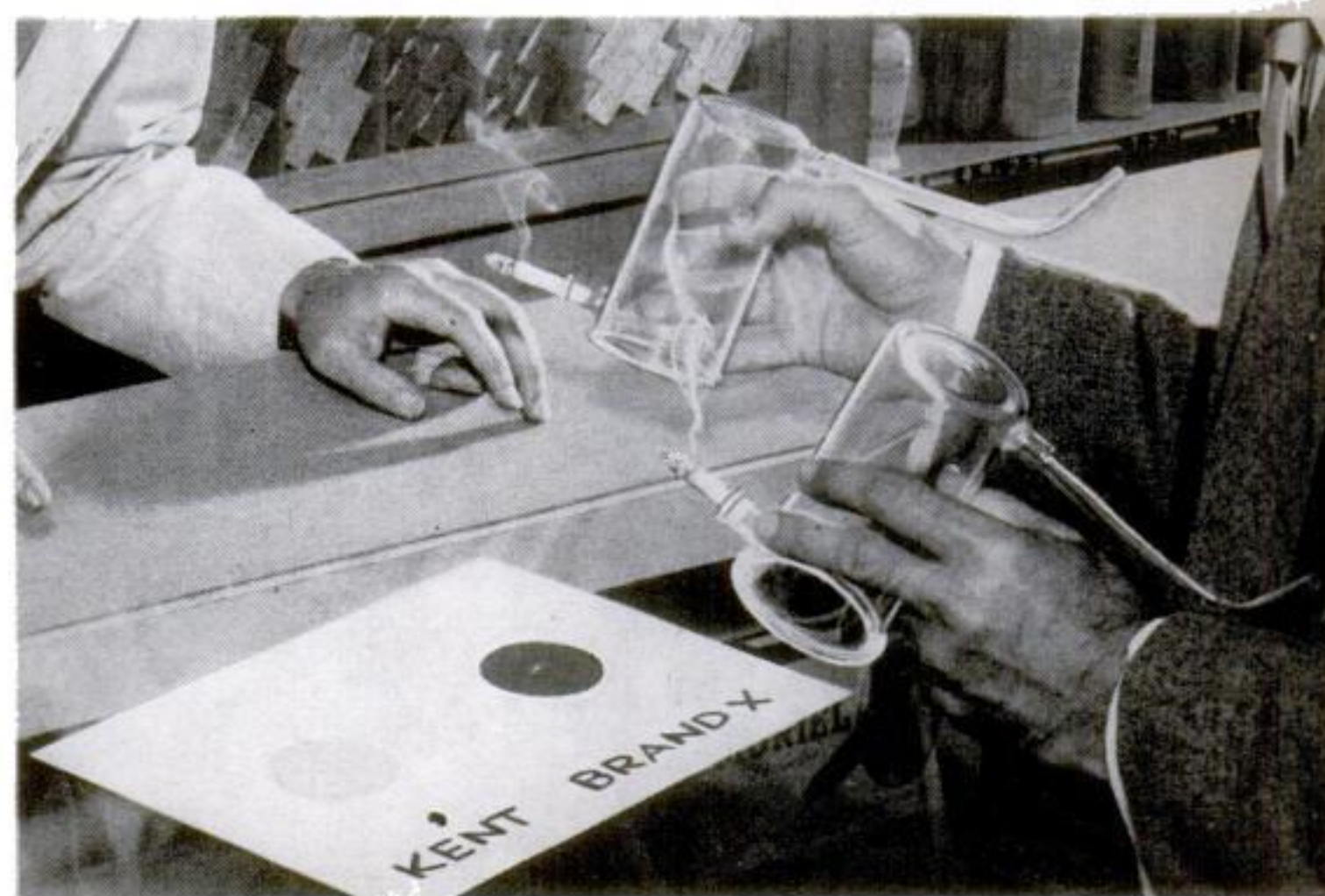
On these pages is visual proof of KENT's greater health protection . . . actual photographs of the now-famous KENT demonstration performed in thousands of tobacco stores, and every week on TV's "The Web."



1. KENT representative J. I. O'Hara calls on the Davis Pharmacy in Ridgewood, New Jersey. "I'm here," O'Hara says, "to show you positive proof that KENT takes out far more nicotine and tars than other filter cigarettes."



4. "KENT's filter" he says, "is made from material originally used to purify air breathed by workers in atomic energy plants . . . and is far more effective than other cigarette filters made from crepe paper, cellulose, or cotton."



5. Minutes later, he lifts the two glasses. See the difference! Irritants that come through the other filter leave a harsh, ugly stain. But KENT leaves scarcely a trace! Proof that KENT gives greater health protection.

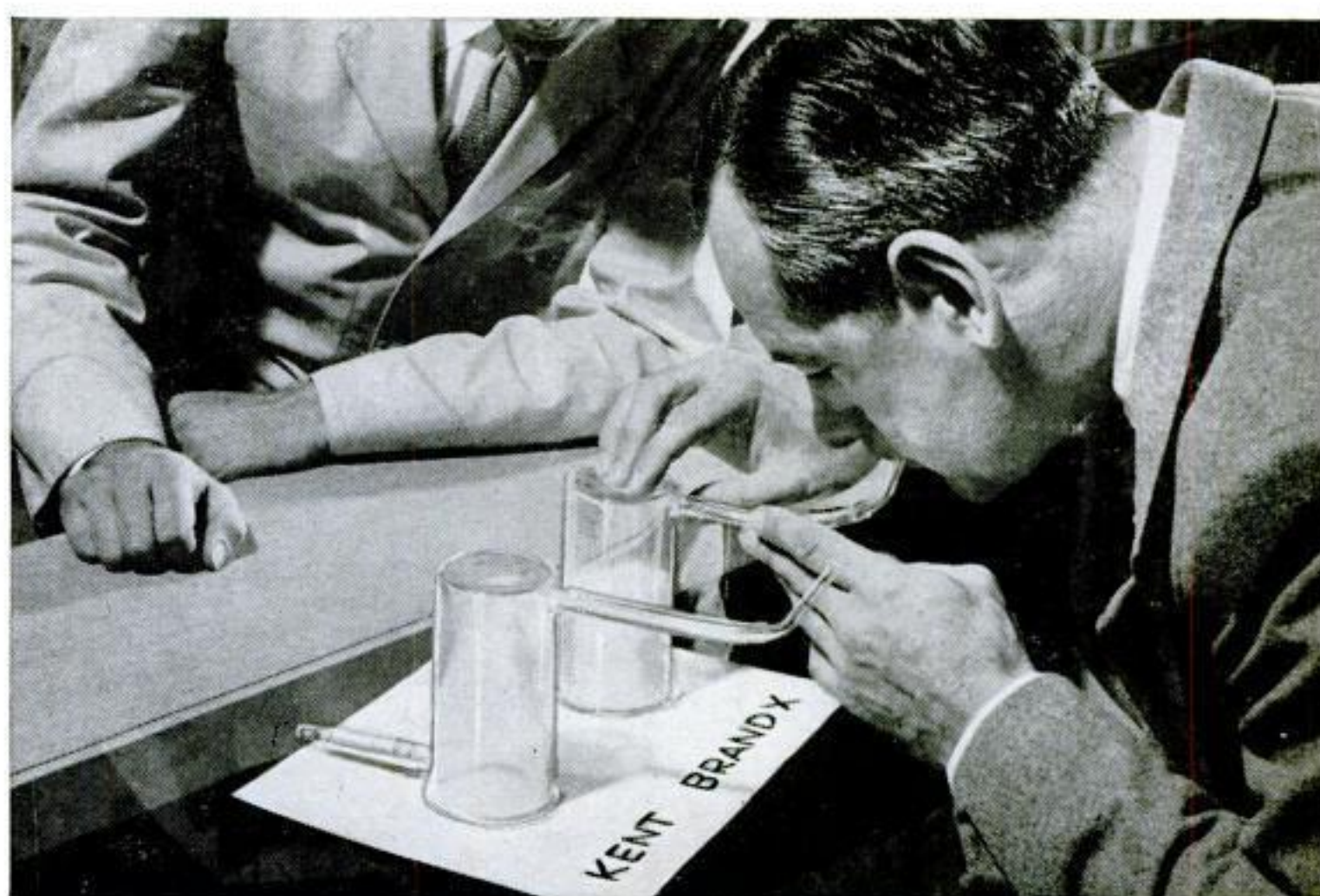
"Kent" and "Micronite" Are Registered Trademarks of P. Lorillard Company

at this test another cigarette

need... and the smoking pleasure you want.



2. Representative O'Hara places a sheet of white paper on the counter. He sets two special glasses, identical in every way, on top of the paper. Lighting up a KENT, he draws smoke from it into one of the glasses.



3. Next, he asks for any other filter-tip cigarette, lights up, and draws smoke from it into the *other* glass. While allowing a few minutes for nicotine and tar particles to settle, he explains why KENT's filter *really* works...



6. Other well-known filter cigarettes are also tested by O'Hara to satisfy curious customers. All of them leave dark stains, while KENT's is hardly noticeable.

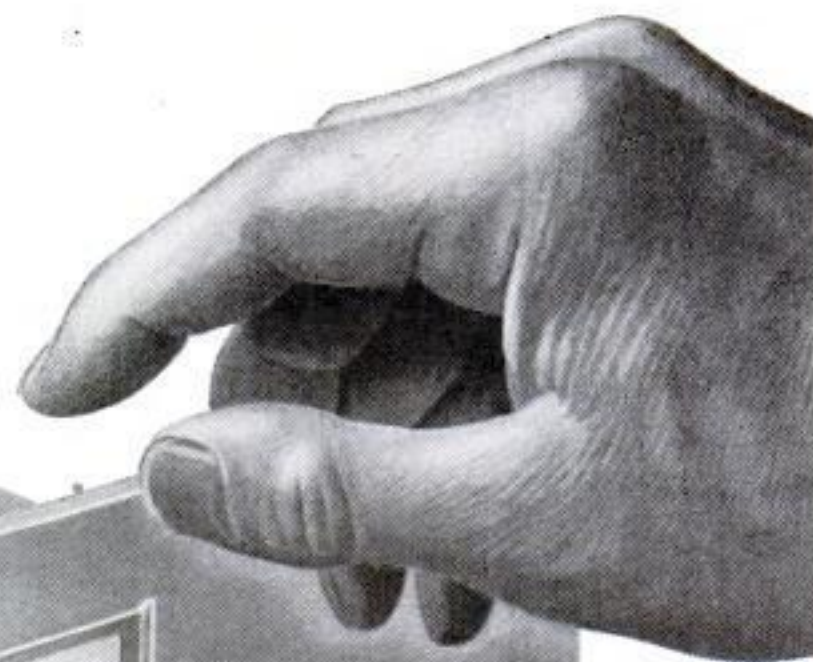
If you need the health protection that KENT has shown it gives you... the greatest in cigarette history... do smoke KENTs. You'll find how much more enjoyable smoking is when you're not bothered by nicotine and tars... and you'll be delighted with how much better you feel after smoking KENTs for awhile.



Kent with exclusive
"MICRONITE"
FILTER

Ever try to find
a **CONVERSATION?**

It's hard enough to remember what you said—what the other fellow said—in a talk just yesterday! With telegrams you keep facts straight, prevent confusion and both of you have a written record.



**WESTERN
UNION**

LETTERS TO THE EDITORS

LONELY SHORT CREEK MEN

Sirs:

Our Constitution says: "Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof. . . ." Yet we have a governor sending troopers into the desert to break up the homes and carry into bondage the women and children of 36 men whose crime was to live according to their religious convictions ("The Lonely Men of Short Creek," LIFE, Sept. 14). Didn't Solomon have "seven hundred wives, princesses and three hundred concubines?" (I Kings 11:3). . . .

No! I do not believe in polygamy. I have enough problems with one wife and five children. But I do believe in justice. . . .

DONALD W. COBBLE

El Sobrante, Calif.

Sirs:

Thank God, Arizona has halted the selfish, vile villains of Short Creek. We must not tolerate white slavery even when veiled by religious ritual.

ELEANOR WEBB HENRIQUES

Pacific Grove, Calif.

Sirs:

Now look! There can't be two ways about it. Either we have religious freedom in this country or we don't. And we won't if those Arizona politicians have their way. . . .

PAUL LISTON

Bellingham, Wash.

Sirs:

As an Arizonian who worked hard for the re-election of Governor Pyle, I wish to express my disgust and horror over the Short Creek case where in this state has spent over \$26,000 in collecting evidence alone.

NAN FERGUSON

Tucson, Ariz.

Sirs:

Having grown up in a broken family, I envy those youngsters with the numerous mothers. I only saw mine when she came home dead-tired from work. Those Short Creek children are lucky. They *always* have a mother to help them grow up. . . .

M. H. TENNIS JR.

Bainbridge, Md.

SOLES TO SEE

Sirs:

The eye-catching but impractical slippers with decorated soles ("Soles

To Be Seen," LIFE, Sept. 14) are rivaled if not surpassed by the fancy tooled soles and heels made by British cobblers. The soles shown here won prizes in the recent 1953 shoe-repairing competitions in England.

GEORGE KAHANE

New York, N.Y.



MY NAME IS SAM

Sirs:

You have defamed a noble breed. Basset men do not object to comical pictures of their hounds ("My Name Is Sam," LIFE, Sept. 14)—but they do object to derogatory remarks about the abilities of the basset. . . . And then you failed to give the full Shakespearean quotation from Act IV, Scene I of *A Midsummer-Night's Dream*:

My hounds are bred out of the Spartan kind,
So flew'd, so sanded; and their heads are hung
With ears that sweep away the morning dew;
Crook-knee'd, and dew-lapp'd like Thessalian bulls;
Slow in pursuit, but matched in mouth like bells,
Each under each. A cry more tuneable
Was never holla'd to, nor cheer'd with horn
In Crete, in Sparta, nor in Thessaly.

JOSEPH A. COPPOLA II

Buffalo, N.Y.

Sirs:

Thank you very much for the wonderful article in the last issue of LIFE, but I don't think I am really famous enough to deserve it.

DR. SAM BASSETT

Assistant Medical Director
The Prudential Insurance Company
of America
Newark, N.J.

PAINTING BY NUMBERS

Sirs:

Why should LIFE, after doing so much to encourage creative art expression, publish "Durante by the Numbers" (LIFE, Sept. 14) encouraging the use of numbered painting kits? These kits cannot be considered as art for they are totally lacking in the esthetic, expressive and creative qualities essential to artistic endeavor.

ROBERT KAUPELIS
Supervisor of Art

Board of Cooperative
Education Services
Huntington, N.Y.

Sirs:

Especially interesting to me, as I am preparing to be an art teacher, are LIFE's articles on art. But you sank to a low with this trashy article.

KENNETH H. KOLBE

Buffalo, N.Y.

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address _____
city _____ zone _____ state _____

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CONTINUED ON PAGE 8

1 out of every 3 cars in America is equipped with

AUTO-LITE



Auto-Lite "Sta-ful" Batteries need water only 3 times a year in normal car use. And they last longer!

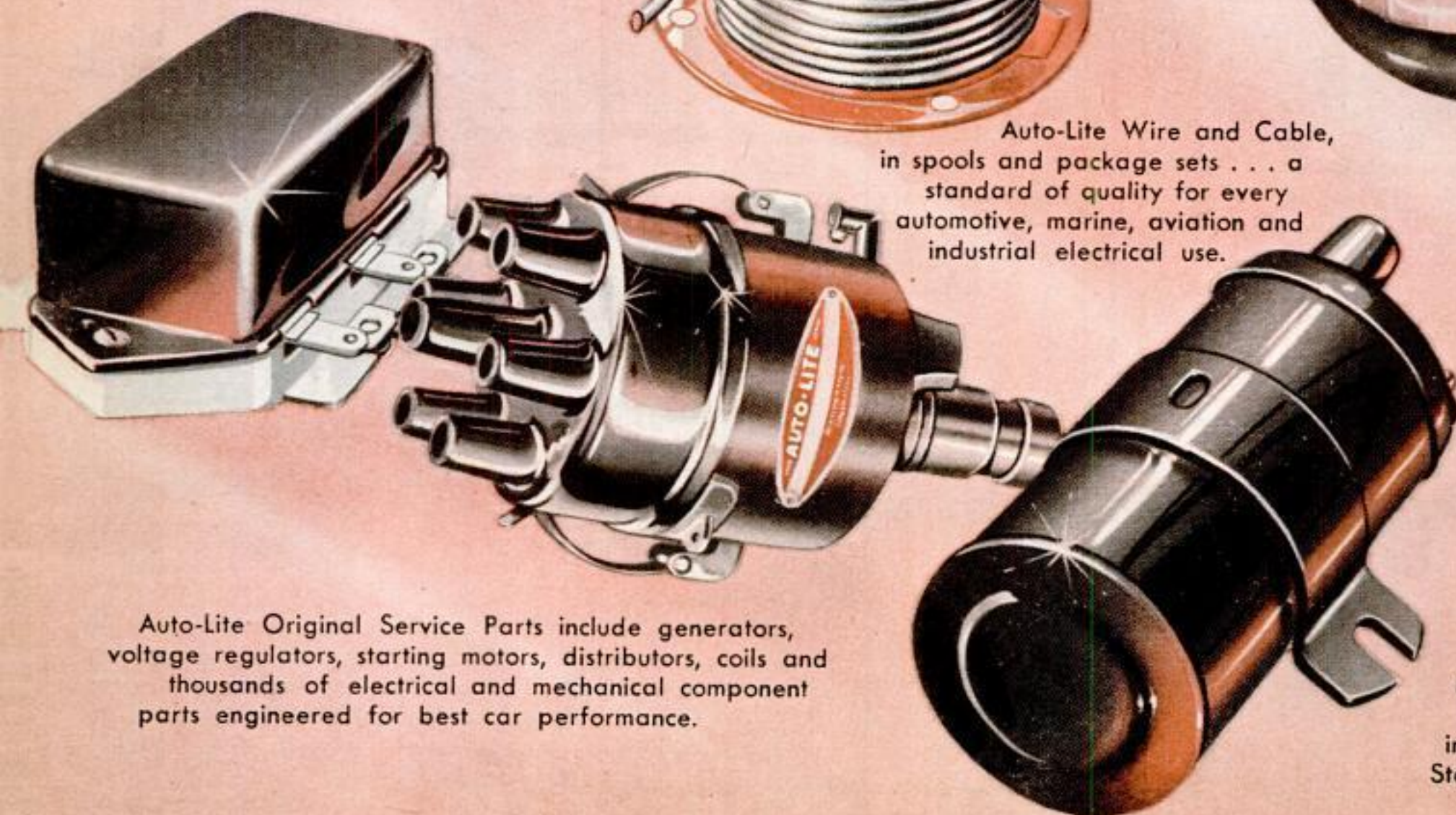
• Outstanding quality and performance have made more than 400 Auto-Lite products for cars, trucks, tractors, planes, boats and industry world famous . . . convincing proof, "You're always right with Auto-Lite."



Auto-Lite Wire and Cable, in spools and package sets . . . a standard of quality for every automotive, marine, aviation and industrial electrical use.



Auto-Lite Bull's Eye Sealed Beam Units are designed for safe night driving. They concentrate more light on the road . . . burn even when the lens is cracked or broken.



Auto-Lite Original Service Parts include generators, voltage regulators, starting motors, distributors, coils and thousands of electrical and mechanical component parts engineered for best car performance.



Auto-Lite Spark Plugs . . . Ignition Engineered to give top performance in your car . . . include a complete line of Resistor, Standard, Transport and Marine types.

THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO



WEIGH STATION

ONE-WEIGH TICKET

to excellent fit!

A. E-Z infant's 2-pc. sleeping bag* with EZ-ON neck, mitten sleeves. Pastels, \$1.89.

B. E-Z infant's kimono, 2 tie-tapes. Pastels, 98¢; Prints, \$1.29. E-Z infant's short sleeve tie-side shirt, 3 mos. to 2 yrs., with diaper tapes, 75¢; without diaper tapes, 69¢.

C. E-Z 2-pc. pullover sleeper with EZ-ON neck. Gripper waist, self-help elastic back.* Pastels, 1 to 4, \$1.89.

D. E-Z boy's winter weight shirt, crew neck. 2 to 8, 69¢; 10 to 16, 89¢. E-Z boy's winter weight mid-thigh shorts*, 2 to 8, 69¢; 10 to 16, 89¢.

E. E-Z girl's shirt with EZ-ON neck. 2 to 7, 75¢; 8 to 14, 89¢. E-Z girl's panties.* White, pastels, 2 to 7, 50¢; 8 to 14, 65¢.

*with heat resistant elastic
Available also at leading stores in Canada

Thrifty, soft E-Z cotton knit underwear and sleepwear are ticketed for weight as well as size. So weigh your youngster . . . then away to buy sturdy, shrink-resistant, sensibly priced E-Z's.

E-Z Mills, Inc., Empire State Bldg., New York 1, N. Y.



E-Z

on the family for generations

E-Z WEIGHT AND SIZE CHART FOR GIRLS

If the Girl Weighs:	The Girl Should Wear:
27-29 lbs.	size 2
30-34 lbs.	size 3
35-38 lbs.	size 4
39-49 lbs.	size 6
50-60 lbs.	size 7
61-67 lbs.	size 8
68-83 lbs.	size 10
84-95 lbs.	size 12
96-107 lbs.	size 14

SHOP WHERE YOU SEE THE E-Z OVAL

E-Z UNDERWEAR AND HOSIERY FOR INFANTS, CHILDREN, MEN AND WOMEN

LETTERS TO THE EDITORS

CONTINUED

ANT LION

Sirs:

There is much of scientific interest in your story, "Ant Lion Waits for Ant To Drop In" (LIFE, Sept. 14), but you failed to say that the creature you describe is only a larval form and when that stage is over it pupates for two months in a silk-lined ball of sand. When it emerges in the adult form it looks like a dragonfly (below).

GLENN HUSTED

Pontiac, Mich.



Sirs:

The idea of LIFE not saying that ant lions are really doodle-bugs! They are fair game, and the procedure for hunting them is this:

A small child takes a match, twig or something small to stir with in one hand, a bottle or box in the other. Squatting down beside the doodle-bug hole, he stirs up the bottom of the pit, very gently, chanting all the while:

Doodle-bug, doodle-bug,
Your house is on fire,
Your children burn up,
Come get a cup of co-o-o-o-o-ffee.

The doodle-bug frantically throws dirt around, trying to get out to save his burning children. Then, when you see the dirt moving you pick up the doodle-bug and put him in your container. After catching all the doodle-bugs you want, you either throw them out again, or forget them and leave them around the house for awhile until your mother finally throws them out for you.

MRS. HARDY MOORE

Paris, Texas

Sirs:

While growing up in Fairmont, W. Va., the only way we knew to get the doodle-bugs out of their holes was to chant: "Doodle-bug, doodle-bug, co-o-o-old bread and cheese, doodle-bug, doodle-bug." Miraculously this always made them appear.

MILDRED L. COLGAN

Ridgewood, N.J.

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She lost 58 pounds

with

Ann Delafield's Reducing Plan



Want to lose 58 pounds, as Lenore Perkins* did? She lost those ugly pounds easily, quickly, pleasantly. So can you!

*Address upon request, Rexall, Los Angeles.



"You don't starve!"
"You don't count calories!"
"It's a food—not a drug!"

Ann Delafield

"Lose the quick, easy way, as Lenore Perkins did," says Ann Delafield. "Lose as much or as little as you wish with my safe, scientific reducing plan. You'll feel better, look better than you ever dreamed possible, because my plan is a lifetime beauty plan. You get Appetite Reducing Wafers to say 'Stop' to your appetite and Vitamins to keep your diet safe."

"START TODAY—LIKE YOURSELF BETTER TOMORROW"

COMPARE!

**SO FEW CENTS
A DAY** for the only
complete re-
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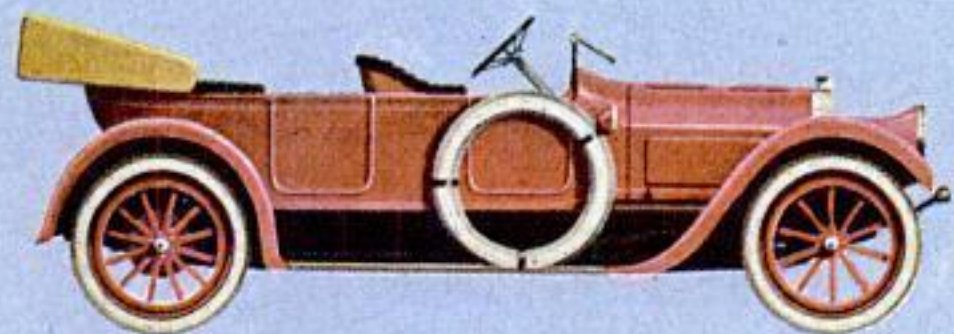


You get . . .

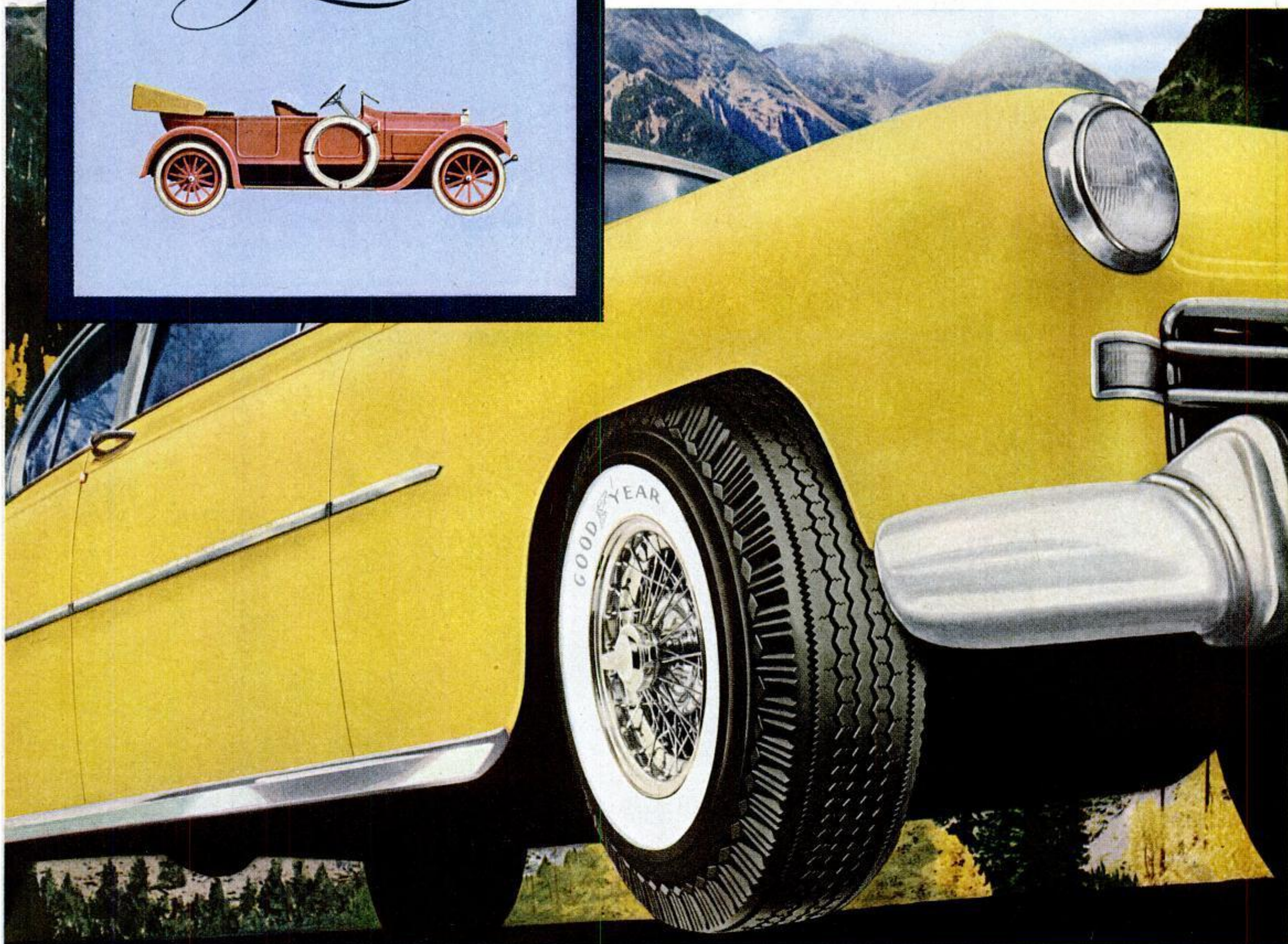
1. Big 120-page beauty book
2. 30 days' supply of Appetite Reducing Wafers
3. 30 days' supply of Vitamins

Only at **Rexall**

38 Years old...



...or 38 minutes new



There've been some exciting changes in our motoring tastes and habits since 1915!

In just the last few years, the genius of the automotive industry has produced power steering, automatic drives, air conditioning, power brakes, higher and higher horsepower.

These advances add to your comfort and safety. They also put extra burdens on the tires of today's heavier, more powerful cars.

That's why Goodyear has to stay so far ahead in planning and designing tires—to be ahead of *today's* achievements, *and* to anticipate *tomorrow's* needs!

And Goodyear has done just that! For despite the extra demands on tires, today's DeLuxe Super-Cushions by Goodyear are delivering more miles per dollar than ever before.

Today the cost per thousand miles of riding on Goodyear tires is less than half what it was in 1926!

Is it any wonder, then, that car *manufacturers*—who really know tires—put more Goodyear DeLuxe Super-Cushions on the new cars than any other tire? Or that car *owners* buy more DeLuxe Super-Cushions than any other low-pressure tire?

Your best choice, too! Goodyear, Akron 16, Ohio.

**AMERICA NEEDS BETTER, SAFER ROADS.
LET'S BRING THEM UP TO PAR.**

More people ride on Goodyear tires than on any other kind

De Luxe *Super*  *cushion* by

GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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\$15,000.00 CONTEST

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1,007 prizes 1st prize **\$2,500** 2nd prize **\$1,000** 3rd prize **\$500**

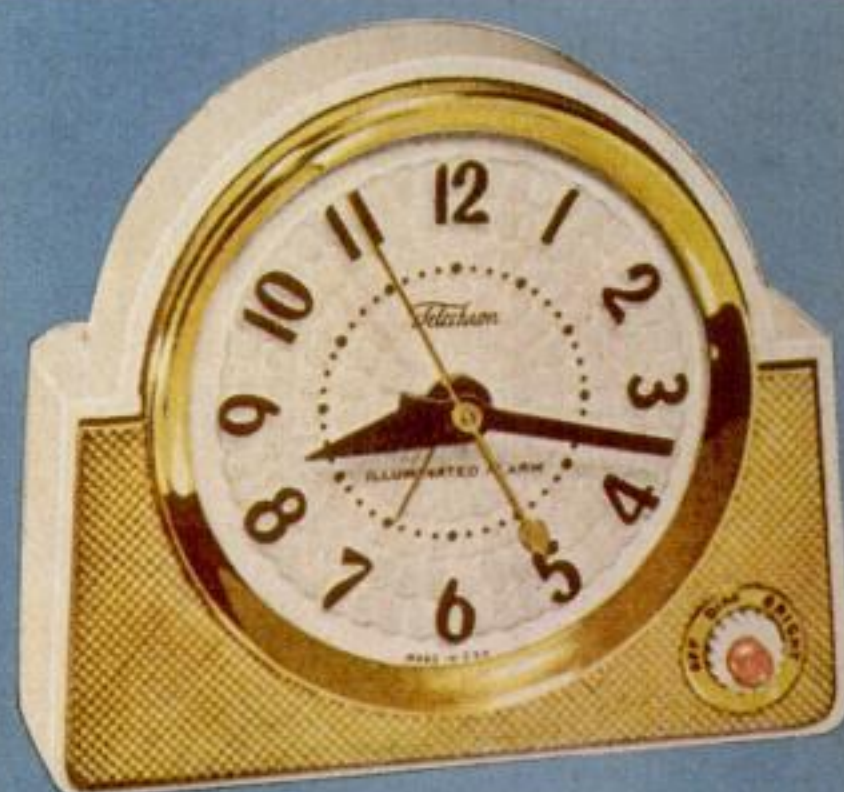
4 fourth prizes—4 sets of 8 clocks for every room in your home, retail value of \$100. 1,000 additional prizes of Telechron electric clocks!



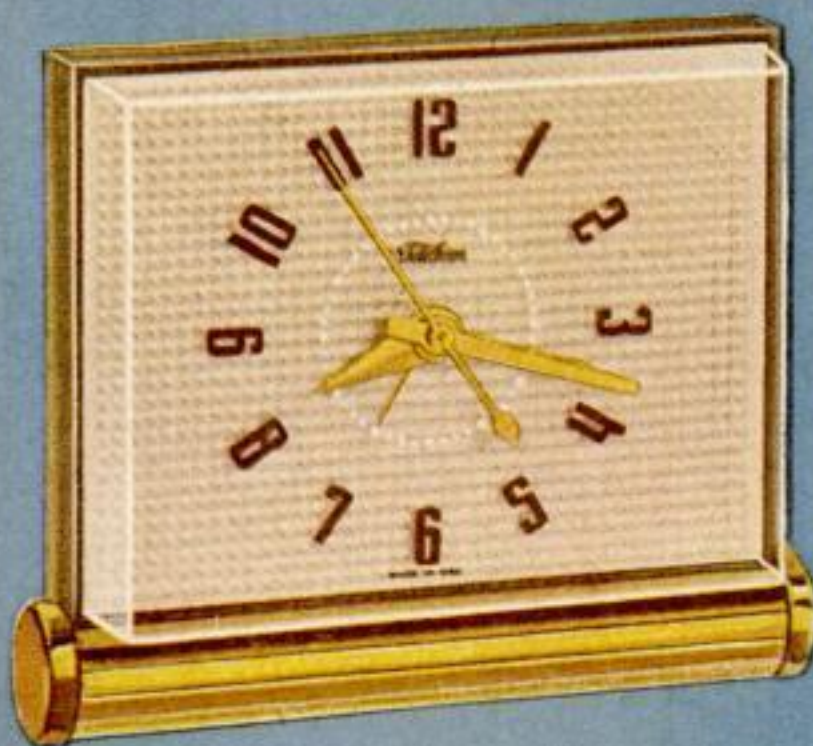
DORM. You can't beat this beautiful alarm clock buy! Luminous model, \$4.98. Accurate! Silent! No winding! As shown **3.98***



TIARA. Fresh, sparkling, jewel-like alarm in pink, blue, green, ivory-color cases. Accurate! Silent! No winding! **7.95***



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NOTHING TO BUY! EASY TO ENTER!

Here's all you have to do! Just go to your Telechron clock dealer, ask him for an entry blank for the big Telechron Electric Clock Contest, and complete the following in 25 additional words or less: "Telechron electric clock time is the best time to go by because _____," and mail your entry promptly to the address shown in the rules. It's so easy to get your chance to win one of the many valuable prizes listed above. Don't delay! Enter today!

OFFICIAL RULES

1. Complete the following in 25 additional words or less: "Telechron electric clock time is the best time to go by because . . ."
2. Use an official entry blank from your Telechron clock dealer; or write on one side of a plain sheet of paper and have your Telechron clock dealer sign it.
3. Mail your entry to "Telechron Clocks, P.O. Box No. 430, New York 46, N.Y." Entries must be postmarked not later than November 15, 1953, and received not later than November 30, 1953.
4. Entries must be the original work of the contestant and submitted in his own name. (Include address.)

5. Contest open to all residents of the U.S., its possessions and Canada, except employees of General Electric Company, its advertising agencies, and their immediate families. Contest is subject to all federal, state and local regulations.
6. Entries will be judged on the basis of originality, sincerity and aptness by the competent and impartial judging staff of The Reuben H. Donnelley Corp. Duplicate prizes in the event of ties. All entries and ideas expressed therein become the property of Telechron Department, General Electric Company, to use as it sees fit. No entries will be returned. Winners will be notified in person or by mail. Decisions of the judges will be final.

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time—accurate, low-price, silent, no winding

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 An ideal gift. \$5.95
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Now change streaked, gray, graying or drab hair to a new lustrous youthful-looking color, try Tintz Creme Shampoo-Tint today. It's a new hair coloring that re-colors hair at home as it shampoos. Takes only 17 minutes. No waiting for results. It's so easy to use — just shampoo. Won't wash or rub out. **MONEY BACK** Guarantee. Get your choice of 13 beautiful shades today.

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LETTERS TO THE EDITORS

CONTINUED

'LA RED'

Sirs:

Signorina Podestá (Speaking of Pictures, LIFE, Sept. 14) is very charming. With a few more pictures such as *La Red*, Mexico will be able to compete with European as well as with U.S. movies.

Having seen *La Red*, I believe Signorina Podestá's story about the plot is mistaken. It is José (the lover) who gently picks her up and walks into the water to die; Antonio (her husband) is the one the guards kill after he shoots Rossana.

JOSÉ L. ALVAREZ

Monterrey, Mexico

● Reader Alvarez is right. José did carry the lady into the sea (*below*). For more of Miss Podestá turn to pages 89, 90.—ED.



S.S. 'MIRAMAR'

Sirs:

I am seething after reading your article on the "fashionable" Dallas suburb, Highland Park, and its treatment of Doctor and Mrs. Newton ("S.S. *Miramar* and Her Embattled Skipper," LIFE, Sept. 14). Fashionable! What a way to describe a nasty, barbaric little community!

A. B. ASCH

Dayton, Ohio

Sirs:

The Texas rangers must be turning in their graves. Let the Lone Star flag remain furled, and the tongues of Texans stilled, until this stain on that star is removed, and the sons of Texas can again raise their heads and voices among honorable men.

S. BRANCH WALKER

Stamford, Conn.

Sirs:

Only Mrs. Newton's side of the situation was told. Why has she been allowed to flaunt the zoning laws? ... And does it not seem strange that she should confine a colored man in her attic for about a week?

CAROLYN ECHOLS

Dallas, Texas

● Highland Park police rescued Mickey Ricketts from the Newton attic in 1938 after several days' imprisonment. The Newtons, who said they were seeking information about a missing jade ring, were charged with kidnaping but later all charges were dropped. Ricketts sued for \$51,000 damages, settled for \$500. Since LIFE's *Miramar* story appeared, the court has continued the temporary injunction restraining Mrs. Newton from rebuilding or repairing. The Newtons have sued the city for \$349,000 for failure to provide adequate protection.—ED.

The LESTER Piano is the Official Piano of The Philadelphia Orchestra

LESTER *Betsy Ross Spinet*

ATTENTION PARENTS!

If you have children of school age, now is the time to consider the advantages of owning a Lester Betsy Ross Spinet.

No other form of music takes the place of playing the piano. The child who plays makes friends easily, develops self-confidence quickly and acquires a skill that lasts a lifetime.

The Betsy Ross Spinet is your wisest piano choice because it is a quality instrument built of only the finest materials to give lasting musical satisfaction.



Compact in size... decorator designed in modern and traditional styles.

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See, hear and play the genuine Betsy Ross Spinet now. Your dealer will arrange terms. Priced from \$695.00; model pictured \$790.00 f.o.b. Lester, Pa.

Guaranteed for ten years; made ONLY by the Lester Piano Manufacturing Company, Inc., builders of world famed Lester Grand Pianos.



a beautiful piano with magnificent tone

sold by America's foremost piano dealers

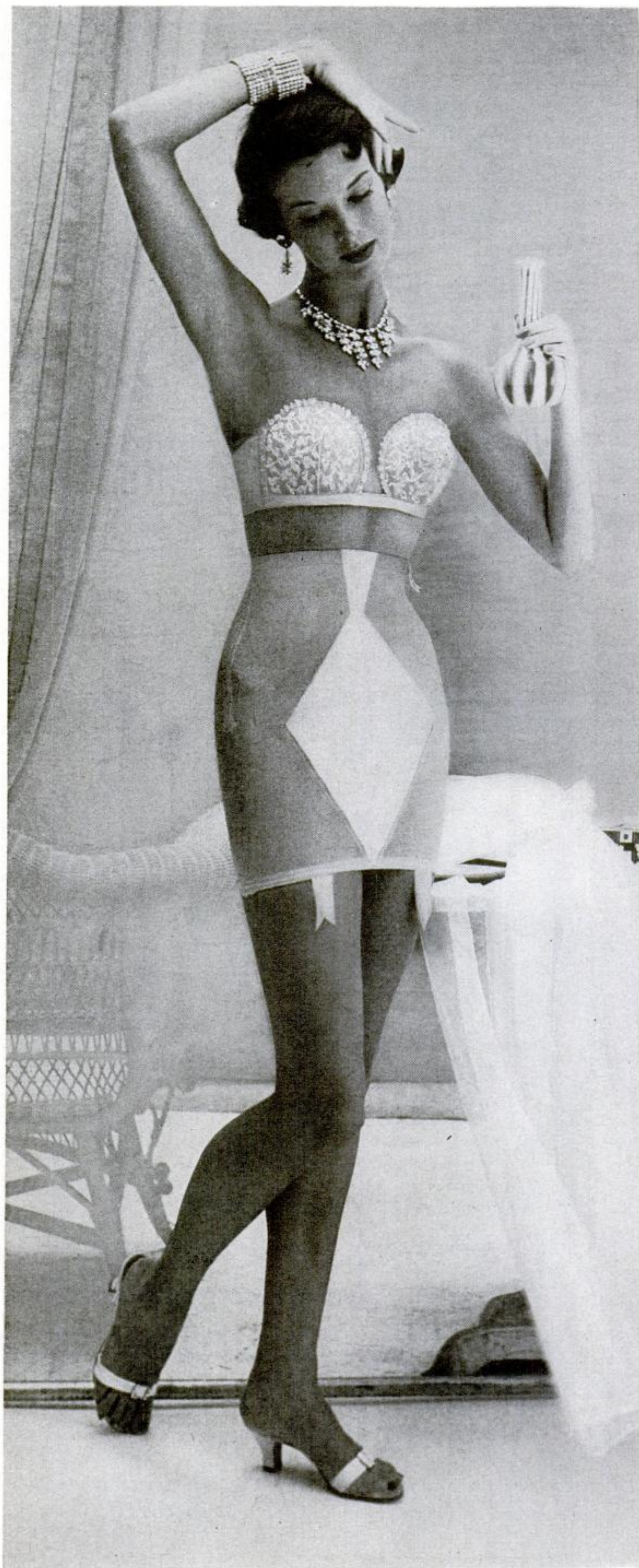
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 Please send me **FREE** literature and style brochure

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Address _____ Zone _____

City _____ State _____ L:BP

Foreign Sales Representatives: H. A. ASTLETT & CO., 39 Broadway, New York 6, N. Y.



ENHANCE HI-WAIST to "control that roll." In exclusive nylon elastic. Average length, from 13.50. Longer length, from 15.00. Strapless Lilees (#335) in nylon lace. Black, white, 5.00. Other strapless bra styles, from 3.50.

✧ **ENHANCE** explodes old-fashioned corset theories

For years, American women labored under the false impression that to be slimming a corset must be stiff, heavy and uncomfortable. Then a new and revolutionary girdle was created that was lighter, more comfortable. Today, six short years after its debut, this famous girdle is streamlining millions of delighted women. Its name is Enhance, with no bones or seams to rub, no gimmicks to mar its slender, elongating principle. So different, it's patented. So comfortable, there's no "girdle fatigue," even after hours of constant wear. So effective, it actually re-distributes flesh until pounds disappear from the hips, waist is actually inches smaller. The result is a figure that looks years younger, whether a woman weighs 110 or 180 pounds. Enhance works with the gentle up-and-down method (instead of crowding flesh around and around as most ordinary girdles do). Enhance can be found at all good stores, or write directly to Lily of France, 417 Fifth Avenue, New York City, N. Y. In Canada, at 45 Dorchester Street, Quebec.

AMAZING NEW FIGURE



ENHANCE WAISTLINE of exclusive nylon elastic. Average length, from 10.95. Longer, from 12.50. Panty style in power net, from 15.00. Wired bra (#277), 5.00.



ENHANCE "WONDERFUL ONE" that smoothes midriff, controls hips and tummy. Power net and satin elastic, nylon voile top. B and C cups, 25.00.



BEWITCHINGLY BEAUTIFUL . . . in nylon lace (#226), best-fitting bra in any wardrobe. All colors, 4.00. In nylon taffeta, 3.00. Also in long-line, 7.50.

LOVELY FRENCH ELEGANCE, a lovely low price. (#216) In delicately-trimmed nylon taffeta, 2.50. Lilees bra in a fine cotton broadcloth, only 2.25.

DISCOVERY BY LILY OF FRANCE

*LILEES . . . the most beautiful bras this side of Paris

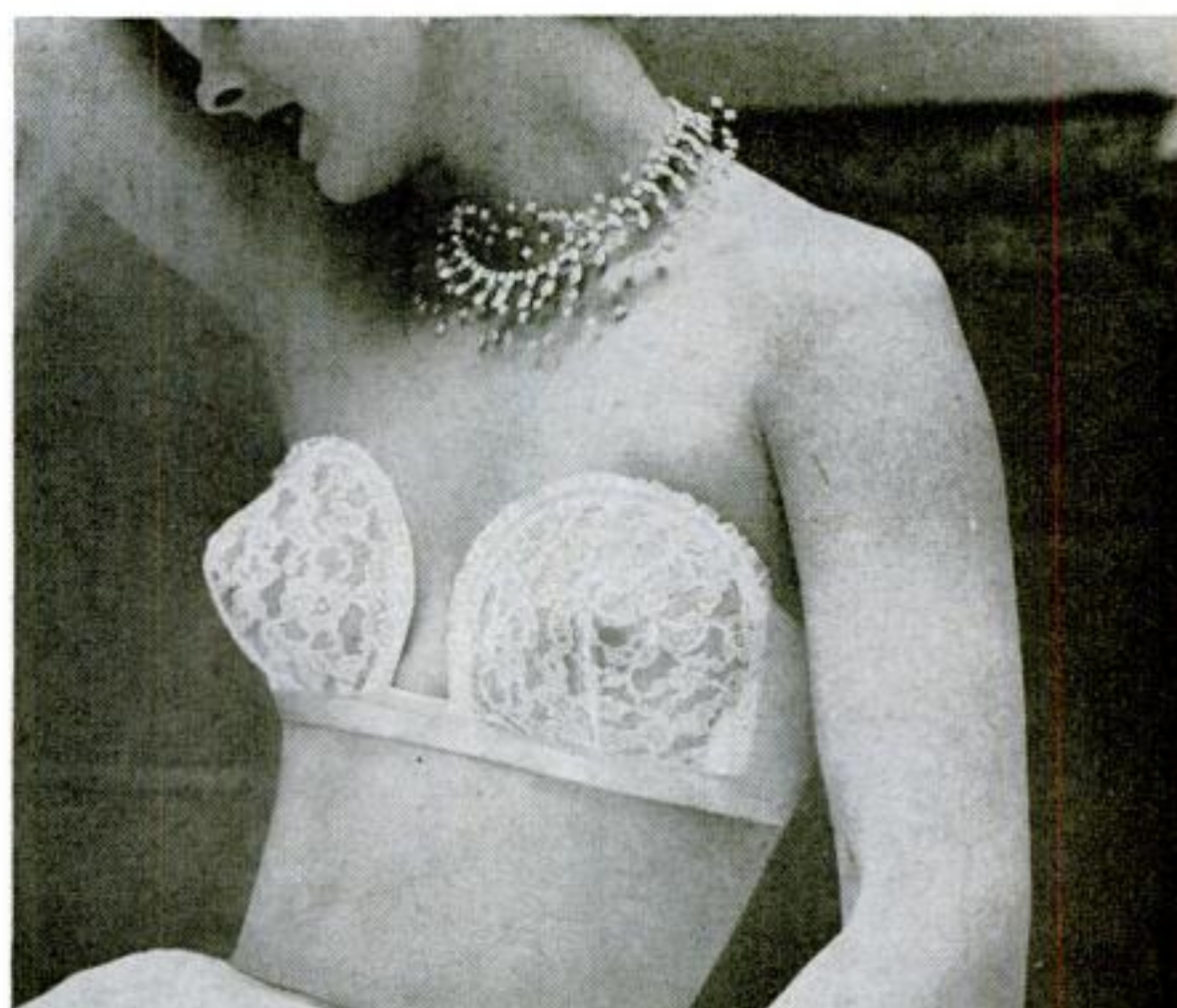
Equally as famous as Enhance is the Lilees bra, with all the elegance and typical French handiwork that formerly was so costly and rare. Today, Lilees bras fit every American figure perfectly, with a truly lavish look that has earned the slogan, "The most beautiful bras this side of Paris." In addition, this French detail and rich beauty has been produced with such American skill and know-how that these far-from-ordinary bras are sold at ordinary prices. Every woman in America can afford several. (Imagine, lovely new Lilees cost as little as \$2.25!) Lilees are exquisitely traced

with delicate embroideries, filigree laces or combined with gleaming satin and sheer marisettes. Comfort? It's hard to believe anything so beautiful could be so utterly carefree and flexible, so tenderly wired and cushioned. (Try a Lilees strapless and see.) Bulges below the bra? Try a Lilees long-line, it molds in one firm line from bosom over midriff. If you've thought you couldn't afford such loveliness, take another look at the price tags and be prepared for a delightful surprise. At all the really nice stores, or write to 417 Fifth Avenue, New York 16, N. Y. for further information.

Lily of France



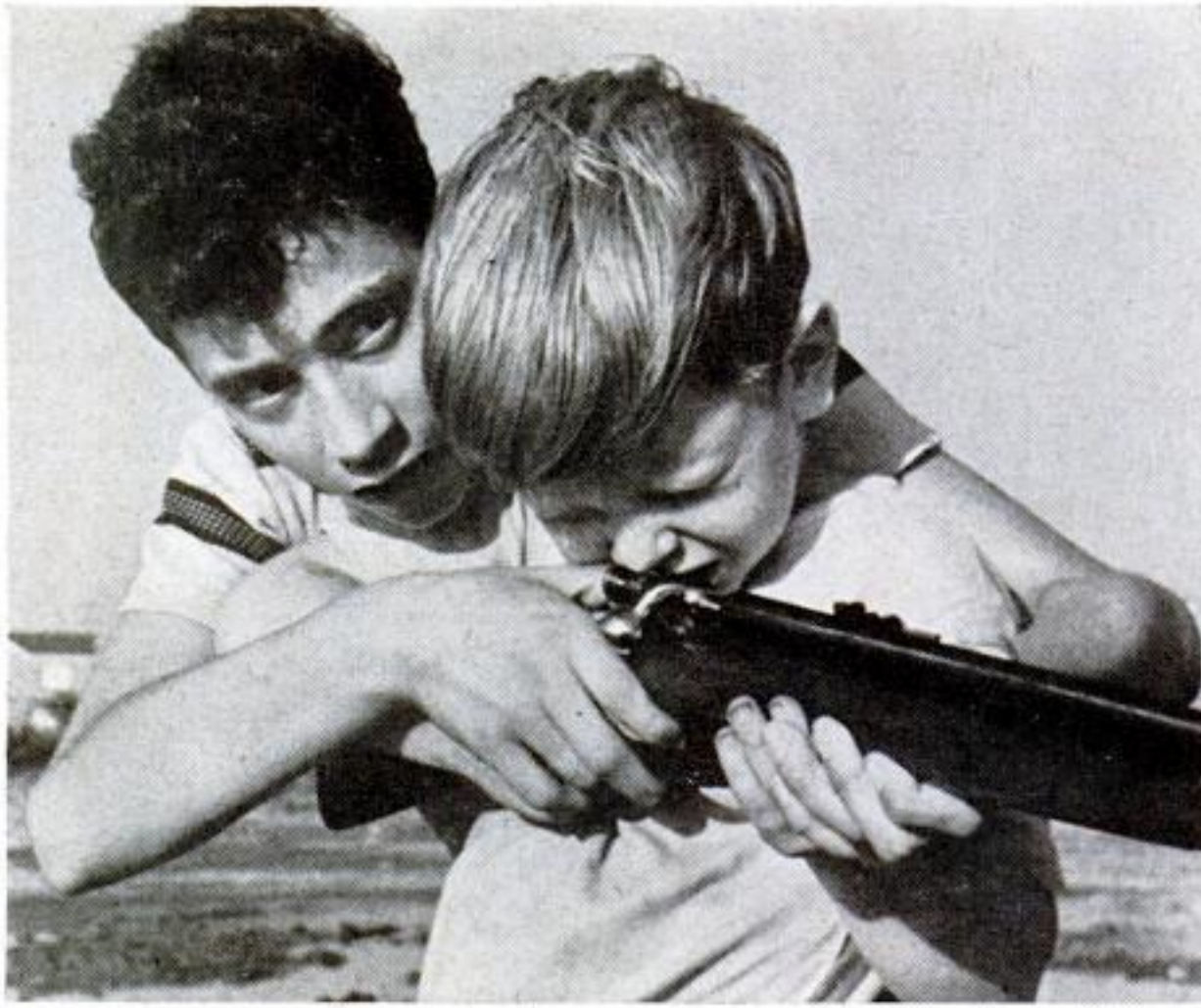
OOH, LA, LA! French allure for important moments. This is "Frivolette" (#76) midriff-molding sheer elastic and nylon lace, at 15.00. Similar style in luxurious nylon lace, 25.00.



BEAUTY AND COMFORT at its best. (#335) Nylon lace with new contour wire, wide elastic back, 5.00. In embroidered sheer nylon marisette, 5.00. In embroidered cotton broadcloth, 4.00.

SPEAKING OF PICTURES . . .

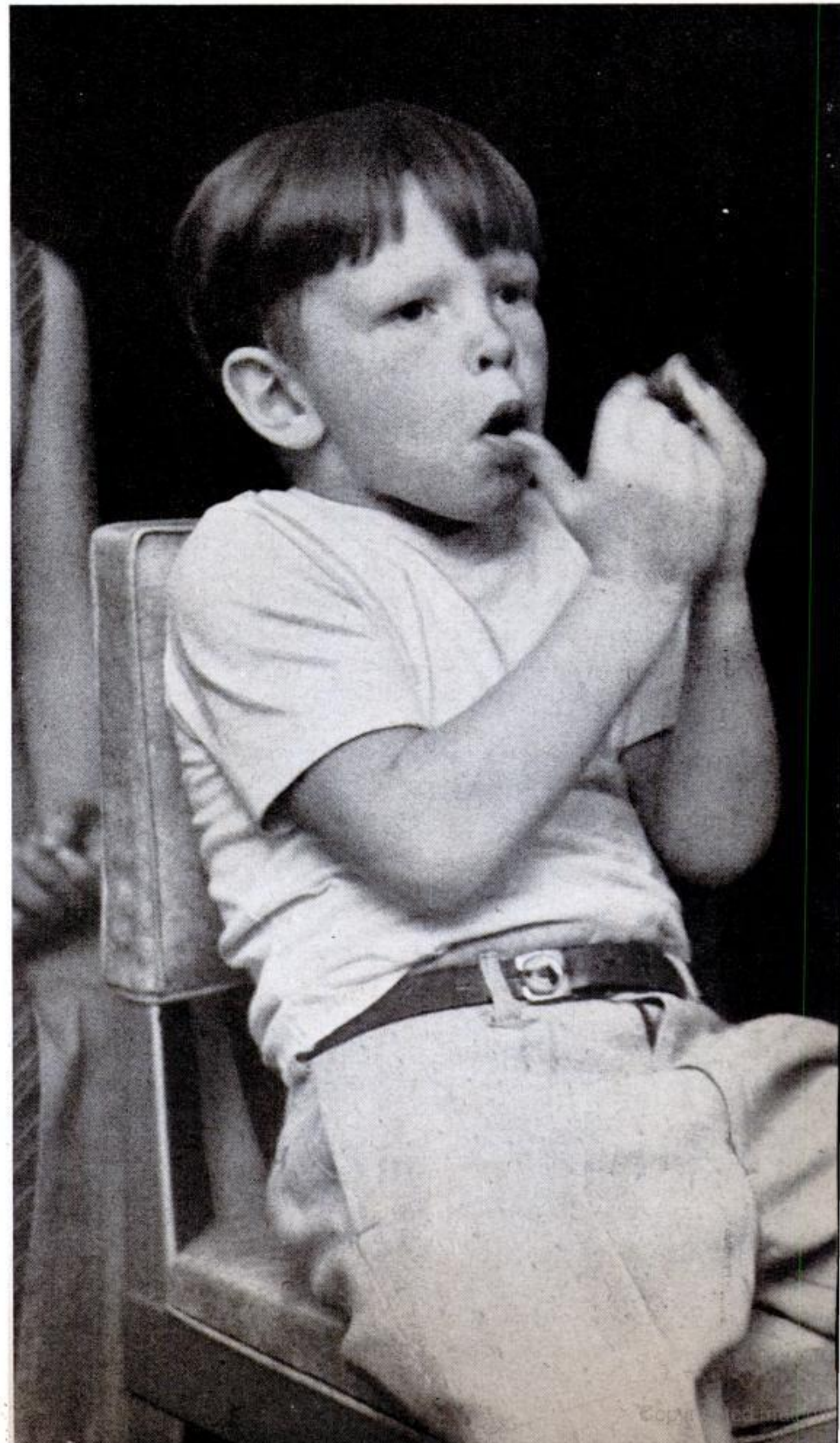
. . . Eight-year-old sees himself in movie for first time and can hardly bear it



IN THE MOVIE (above) Richie's pal makes him shoot a gun loaded with blanks at his brother and Richie thinks he has really killed him. Below, seeing film, Richie crumples up as his brother pretends to die.



DARING DEEDS are performed in movie as Richie, in Coney Island scene, hops from milk can to milk can. Below, Richie is impressed and a little frightened as he watches himself taking this perilous step.



One day last year Richie Andrusco, aged 7, was riding a carousel horse at Coney Island. When he got off, two men came up and asked if he wanted to be in a movie. Richie took them to his mother, who said she could not afford it. But she agreed happily when she learned it wouldn't cost a cent—in fact, Richie would be

paid. A year later *Little Fugitive*, with Richie as its star, was the only U.S. feature film to win a *Silver Lion* award at the Venice Film Festival.

The movie was made by Photographer Ruth Orkin and Morris Engel (husband and wife), and a friend, Ray Ashley. Its hero is little Joey whose cronies, for a joke, make him think he

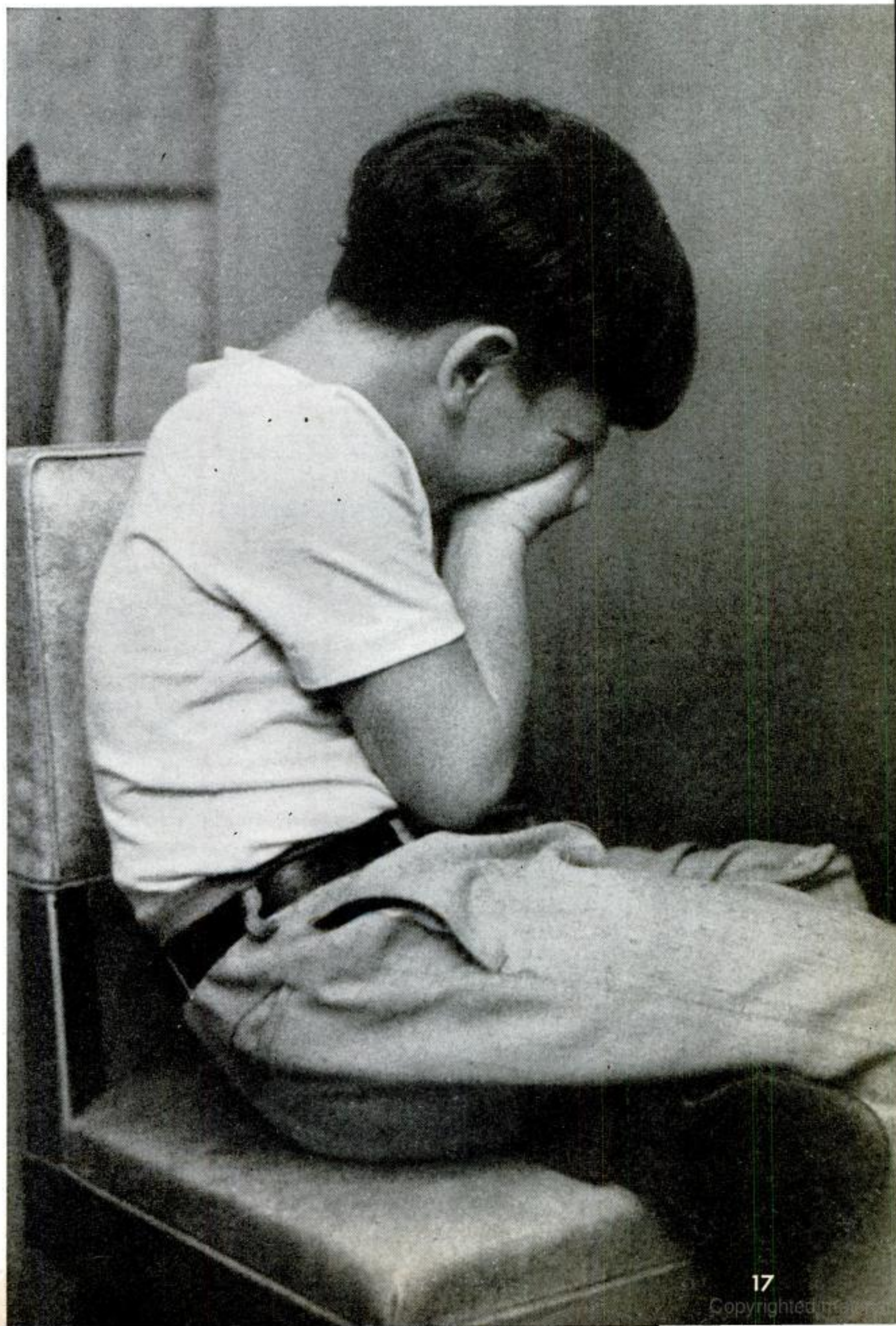
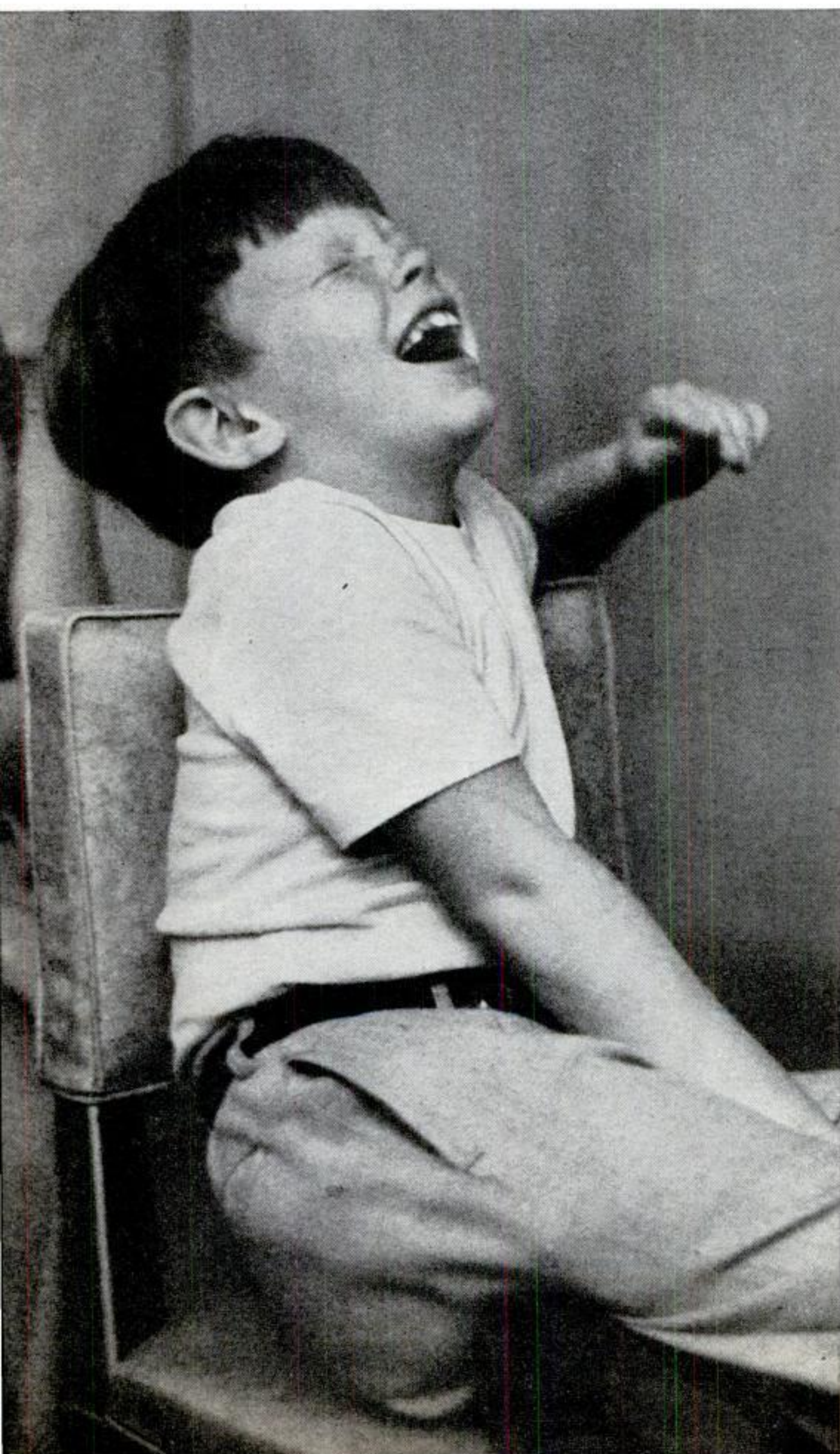
has shot his older brother. Joey runs off to Coney Island but has a wonderful time forgetting his sorrows. A few weeks ago Richie for the first time saw himself as Joey. His intense, unspoiled reactions to five different scenes in the film help show why Richie looks like one of the best child actors to come along in years.



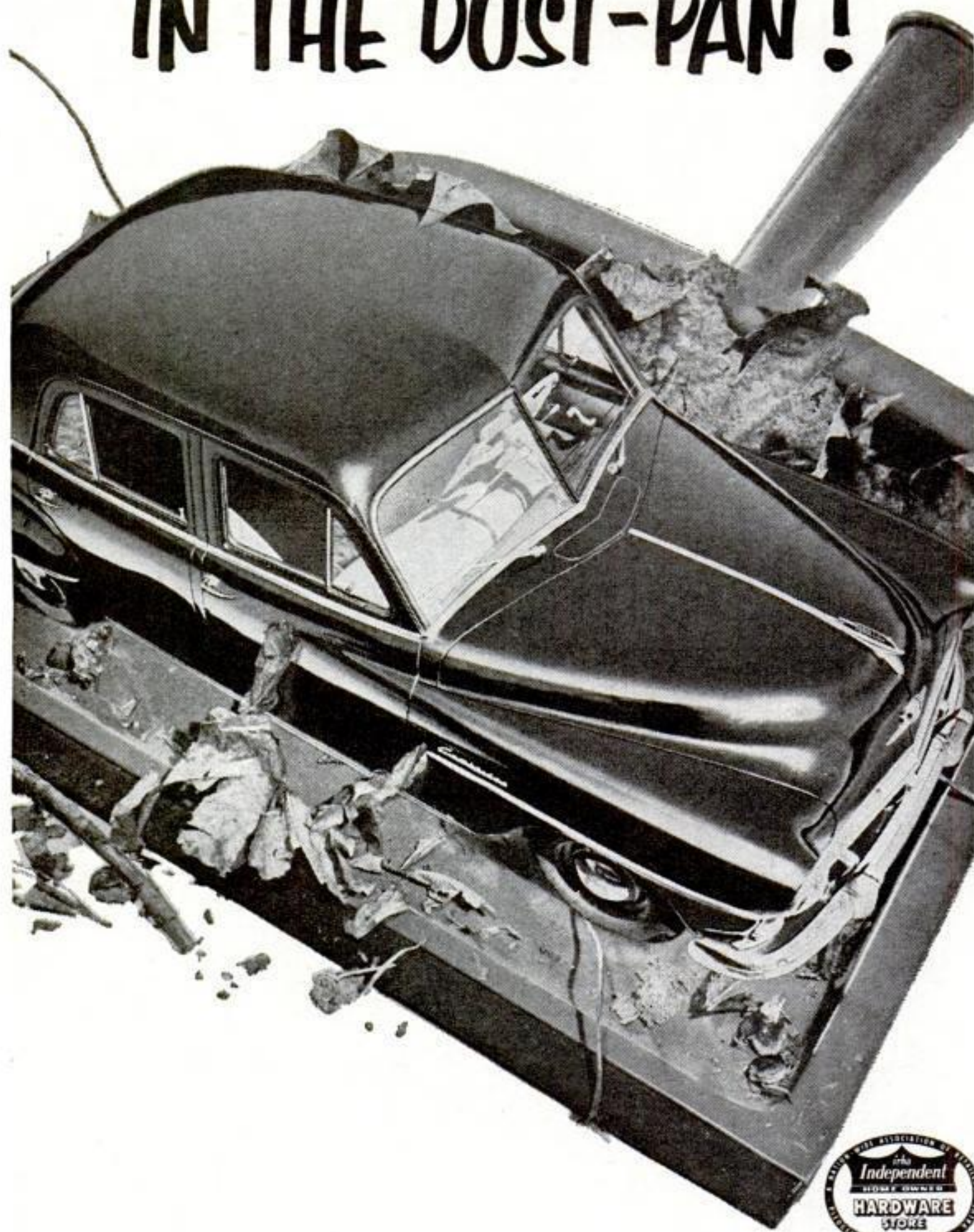
FEMALE OBSTACLE is met by Richie as he bumps through crowd on a beach to reach drinking fountain. Below, Richie is convulsed, says, "I had to push by this fat lady, and her suit was wet and skwudgy."



"SPECIAL STUFF" is what Richie called this romantic scene which he watches from under boardwalk. "It was kind of funny," he says, turning away to snicker. Then he added, "I've got a girlfriend now."



Don't risk ROAD RAVAGE* when
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 up to 6 months and longer**

**Only SIMONIZ stops Road Ravage,
 keeps colors from fading**

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IMPORTANT! No matter what car wax (paste or liquid) you use, it is essential to clean your car first. Simoniz Liquid Kleener is used by more people than any other cleaner because it gives the perfect base for any wax or SIMONIZ. Cleans better. Makes SIMONIZING far easier!

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**Why "Thin Skin" liquid
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In a whole container of liquid car wax there is less than a spoonful of *real* wax—the rest is just liquid. No wonder they fail to give lasting protection and lustre! But Simoniz is *not* a liquid. Every can contains 100% tough, durable Simoniz. That's why it lasts so long—protects up to 6 months.



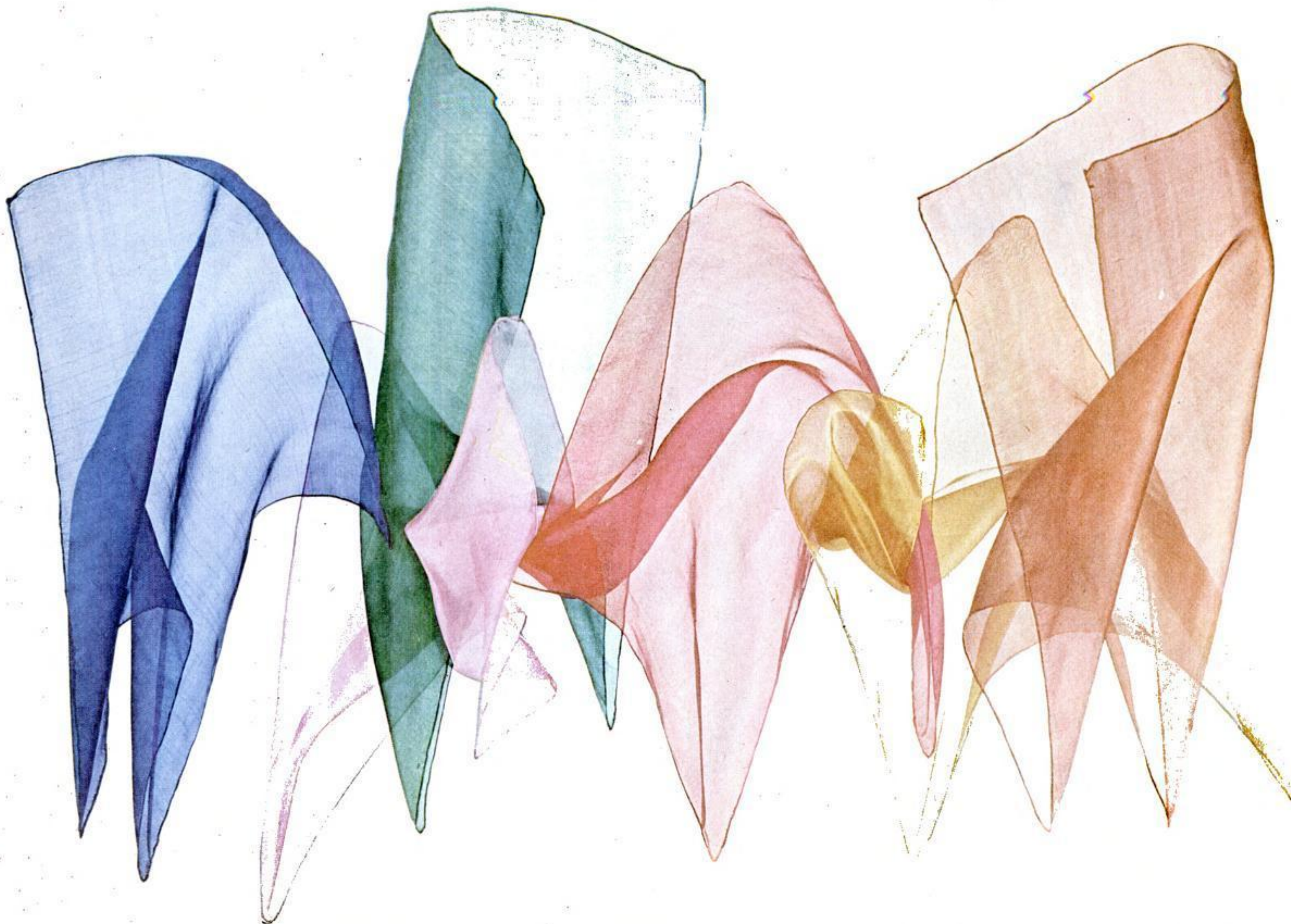
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BOY ACTOR CONTINUED



NEAR DRINKING FOUNTAIN Richie in movie (*left*) pays no attention to bare little boy. Watching the film, however, he is suddenly overcome with modesty and cries out indignantly, "What's that naked person doing there?"



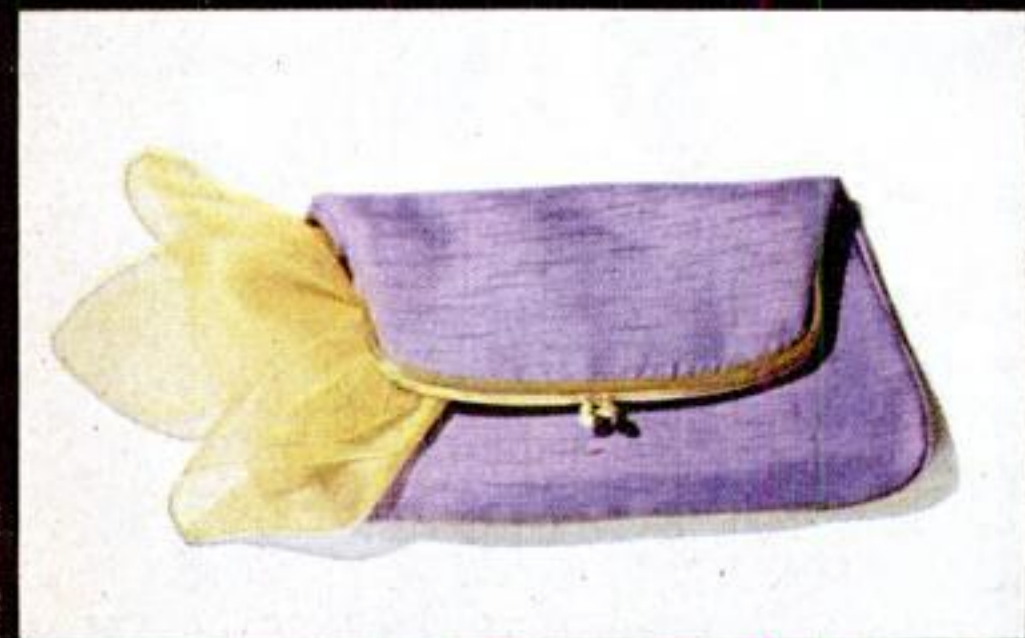
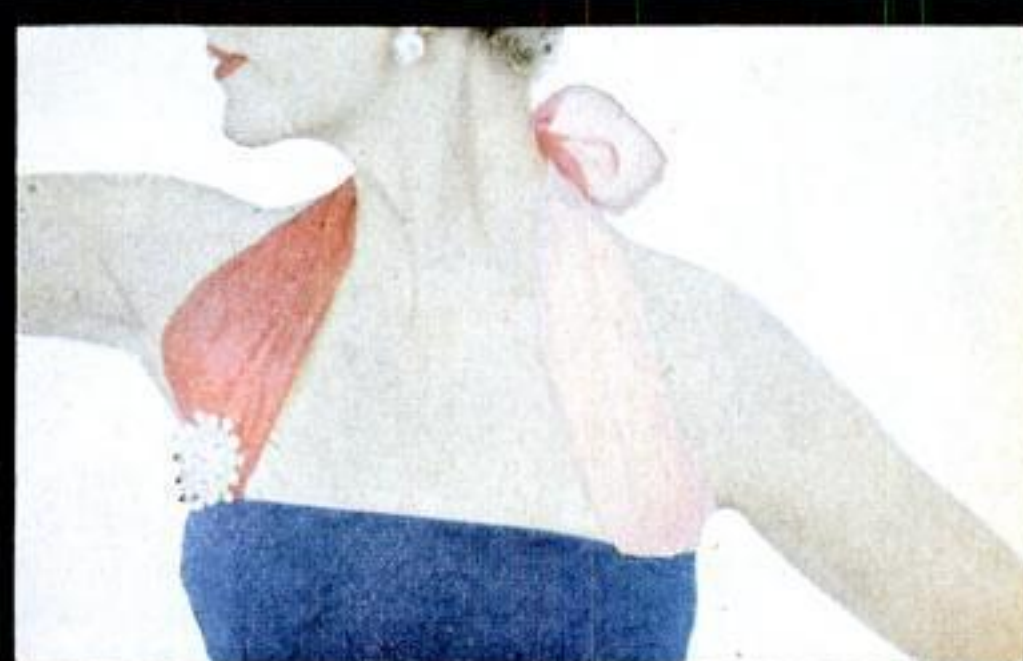


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Only \$1.00
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Six pure silk, hand-rolled, 18" squares that you can wrap, tie, twist, pin and tuck or combine in dozens of magic-working ways—such as those pictured above. They come in the six colors especially chosen to add spice to new fall fashions: vivid pink . . . raspberry red . . . electric blue . . . emerald green . . . burnished gold . . . tawny copper!

JUST FOLLOW DIRECTIONS on coupon at right. This offer expires December 31, 1953. Offer good in U.S.A. and Territory of Hawaii only. It is void in any state or locality where prohibited or otherwise restricted. Please allow 3 weeks for delivery, except in Hawaii.



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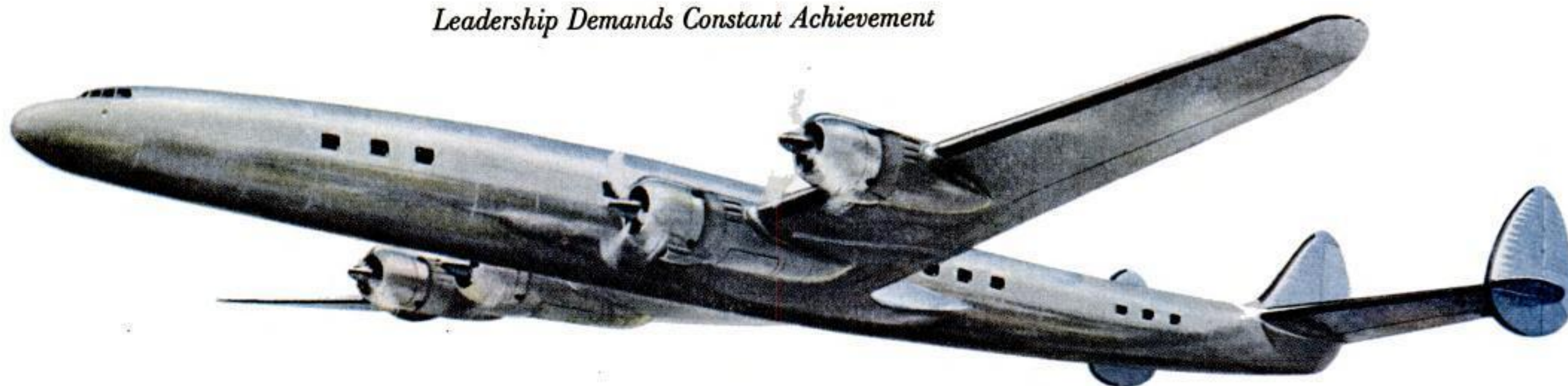
Please send me () "Wardrobe of Scarfs" set(s). I am enclosing one tab from a package of New Design Modess; and \$1 in () cash, () money order for each set. (Note: Meds users may send tab from Meds package.)

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18 AIRLINES, serving every continent in the world, have already ordered Lockheed Super Constellations:

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MRS. LA FALCE (LEFT) AND RALPH MORSE; STAR ANDRUSCO, PHOTOGRAPHER ORKIN

PHOTOGRAPHS ADD FLESH TO THE STATISTICS

Statistics sometimes have a way of obscuring the real potential of stories. We had wanted for a long time to do a photographic essay on Americans of Italian extraction. Our research staff got to work, collected an enormous file about these citizens—how many there were, where they lived, what their jobs were, what their average income was, how many children they had. These facts, most of which pointed to the Italo-Americans' successful assimilation into U.S. life, first made us think that we should do an essay which would center on the achievements of individuals like Mother Cabrini, Enrico Fermi and Jimmy Durante. Of course we wanted to include an average Italo-American family and a parish as a small part of the story. Almost as soon as Ralph Morse began taking pictures, however, the La Falce family and the Mt. Carmel parish literally stepped out and ran away with the essay (pp. 134-151), giving it a human quality which transcends statistics and penetrates to the real character of Italo-Americans, great and small.

As in the essay, an ingredient quite distinct from what might have been the main theme takes over the story on pages 16 through 18. *Little Fugitive*, which won a top award at the Venice Film Festival this summer, could have been a good story in itself. But Ruth Orkin added something—her charming and lively photographs of the child star watching himself act in the movie.

Finally there are those stories which broaden beyond the initial developments and which therefore demand further coverage. Last spring, when it first came into the news, we reported the return of one-platoon football (LIFE, May 11). But the photographs were made during spring practice sessions; the real effects would not be seen until the actual playing season started. As this issue goes to press, six staff photographers all over the country are recording one-platoon football in game action. Their pictures, we hope, will tell the nation's millions of football fans just how the new rules have affected their favorite game.

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152—JAMES D. BALDWIN FROM COLLECTION OF NELSON
GALLERY OF ART
155—JAMES D. BALDWIN—JAMES D. BALDWIN FROM COL-
LECTION OF NELSON GALLERY OF ART—JAMES D.
BALDWIN FROM COLLECTION OF NELSON GALLERY OF ART
156 THROUGH 160—YALE JOEL
162—HY PESKIN

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; T., TOP; RT., RIGHT; A.P.,
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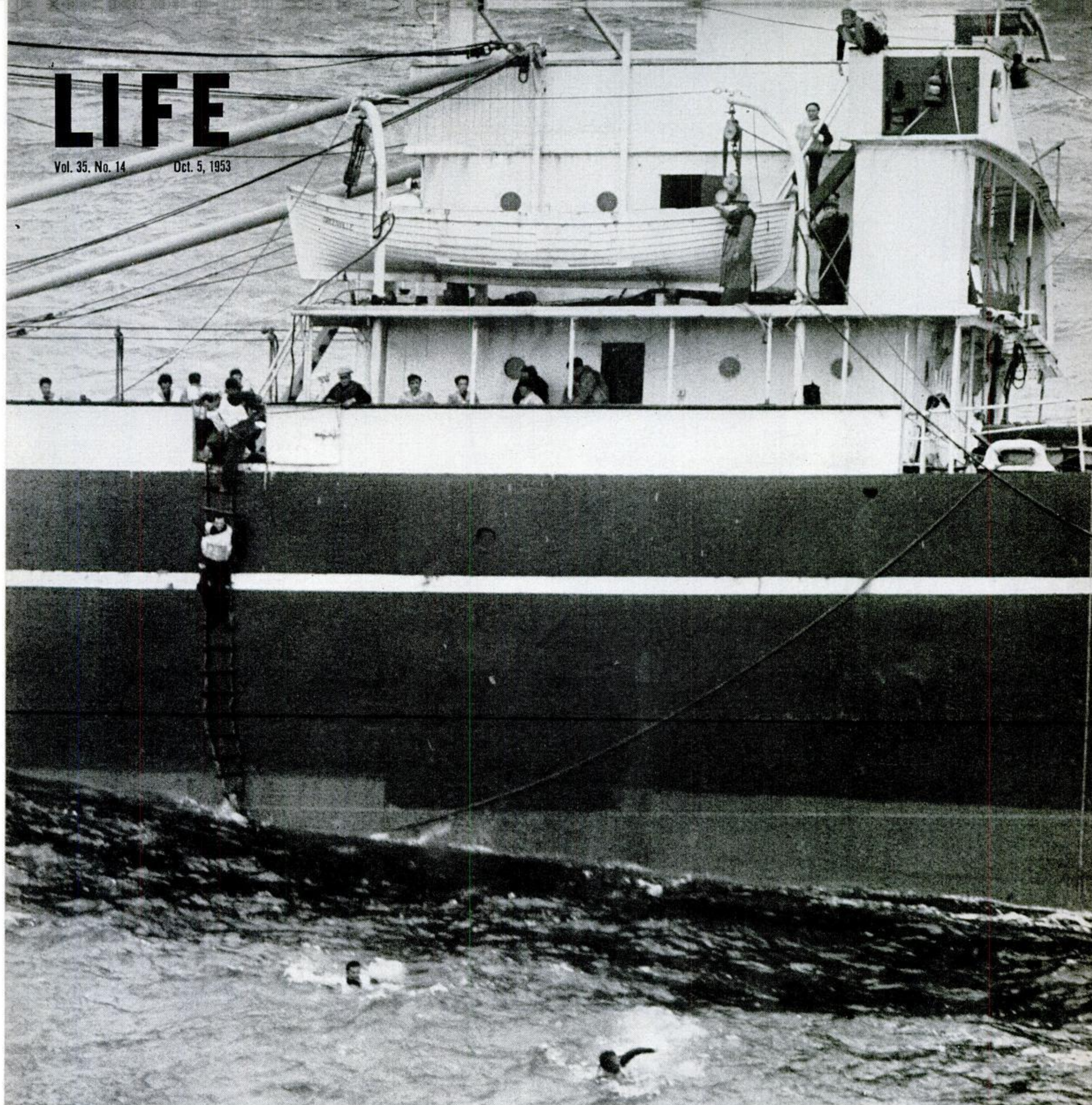
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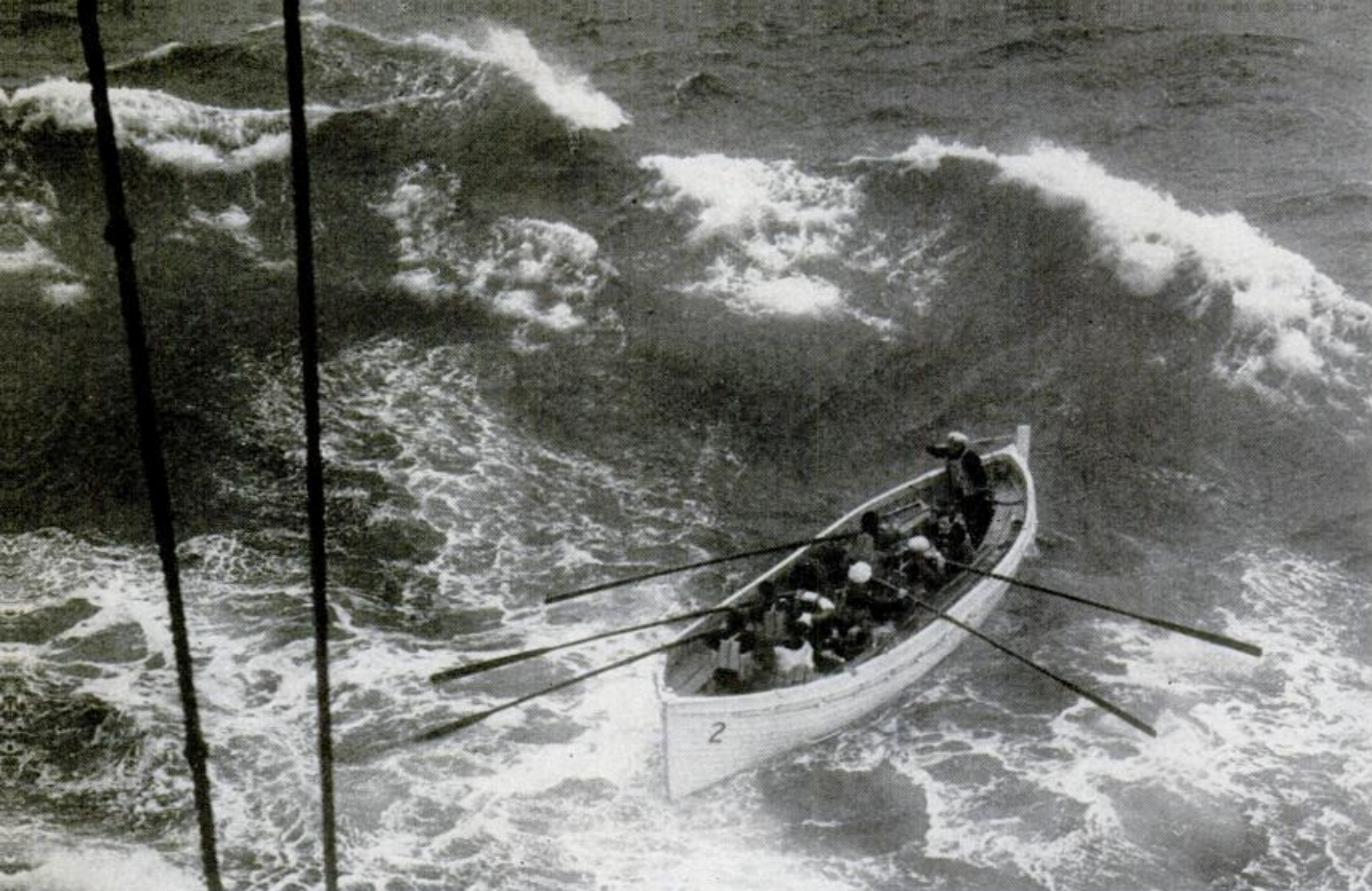
FIRST AWAY, TWO OF "GREENVILLE'S" MEN SWIM FOR SAFETY AS OTHERS DESCEND. REST CLUSTER ON STRICKEN FREIGHTER'S UPPER WORKS, AWAITING TURNS

ALL HANDS, ABANDON SHIP!

Through two days and nights last week, the crew of the freighter *Greenville* put off the seafarer's ultimate choice of clinging to a derelict or plunging into the wild seas that had wrecked it. Eight hundred miles from Liverpool, lashed by a 74-knot gale, the 6,000-ton ship lay helpless. The radio was done for—except for a makeshift transmitter jury-rigged from a crewman's personal set. The rudder was lifeless, the cargo shifted, the list at 30°. One man was already dead, crushed by a sea 50 feet tall. The 25 battered survivors had been three days without food.

Help was at hand. The 44,000-ton *Ile de France*, having searched the storm for 13 hours to find the wreck, had been standing by for 10 more. But it was not until the liner's master, Franck Garrigue, reported that the

storm was expected to get even worse could the *Greenville's* captain, Dimitrios Potamianos, bring himself to abandon ship and his crew decide to brave the sea. Five men wearing lifebelts went over the side, were scattered by the wind. A volunteer crew in one of the *Ile de France's* whaleboats laboriously gathered them up. A motor launch picked up 12 more and made it back just as its engine quit. Twice more the whaleboat, a fragile cockleshell in the teeth of the sea, fought its way to the *Greenville*. It rescued five men, then one more. But meanwhile, from the high rail of the *Ile de France*, a goodly share of her 1,187 passengers—including Jacques Demarecaux who took most of these pictures—looked down to watch as the *Greenville's* 25th man clutched desperately at life (*next page*).



LAST MAN SAVED is brought alongside liner as a giant wave rears behind whaleboat. Survivor (in

X-shaped lifebelt) had stayed behind while the boat picked up those who jumped with doomed mess boy.



COMING ON BOARD the *Ile*, survivors (center) lend their weight on steadying lines, helping French

crew as motor launch is hoisted aboard. Seas crippled launch's engine and steering gear in one trip.



HELPLESS WATCHERS AND FAILING HANDS

For a little time, the tensely watching passengers thought the sea meant to be generous to Nicolas Mandarakas. The *Greenville's* mess boy, Nicolas was the first to jump as the *Ile's* whaleboat approached on its second trip. Seized by wind and current, he was at first whirled away from the boat. But then, as the rescuers began picking up those nearer at hand, the freakish sea took him straight toward the waiting liner.

He came up against the liner's tall flank floating on his back, holding to a wooden crate, head held high by a lifebelt. Dangling almost at his fingertips trailed a lacework of lines, life rings and rope ladders. He missed one life ring, grasped a second. The wind carried him in, then out, missing the lines and ladders by only fractions of an inch. Once more he swept in toward the ship and this time he succeeded in getting both hands on a ladder. A sailor swarmed down it to help him while the ladder was carefully hoisted up. The sailor was within five rungs of him when, dangling six feet in the air, Nicolas let go and fell back to die.



HORRIFIED WATCHERS, including Nobel winner Dr. Philip Hensch (bottom) see mess boy drown.

←DECK AWASH, "GREENVILLE" IS LEFT TO SINK



CLUTCHING HANDS of Nicolas Mandarakas, holding hard to life, reach up for an agonizing moment and lock around a life preserver trailing from the side

of the *Ile de France*. As the passengers looked on helplessly, Mandarakas' grip failed—he had apparently broken one arm—and his head sank beneath the waves.

THE DRESS, THE DESK AND THE MOOSE

There's a brawl in the home furnishings industry that we want in on, since it threatens to make the American standard of living more gimcrack than it is already. Briefly, some hucksters are trying to turn home furnishings into a fashion industry. The manufacturers, who already show their new lines twice a year (once used to be enough), are being pressured to do it four times a year, just so the stores can have twice as many chances to yell "new!" at the American housewife: rosebuds instead of abstractions on the bedticking, a higher waistline on the lamp. Can she be made to fall for this? We doubt it.

The fashion-furniture people have trapped themselves in a false analogy. Fashion in women's clothes is a pleasant essential of civilized life; a woman will buy a new dress when the style changes no matter how many old ones she has in her closet. But fashion in clothes is an aspect of sex; it makes a woman personally more alluring. Homemaking is the serious business of life and means keeping a man rather than catching him. The more hep a woman is about the newest hat, the more practical she may be about the hall carpet.

Unlike a dress, a desk does not gain sales appeal if, instead of being described as handsome and durable, it is gaily rumored to have the life expectancy of a moth. A distinction between fashion and style may clarify this point. Modern furniture, for example, is a style, not a fashion; as a style, it may last hundreds of years. Moreover, it can be used in a highly personal and individualized way. In LIFE's "A House with Reasons"

(June 15), which was very "modern," every area was planned around the Little family and shaped by their hobbies and personalities. The Little boys catch butterflies and mount them; their walls are therefore decorated with framed butterflies. But does it follow that framed butterflies should become a national fashion for boys' rooms? Home should remain an outpost of individuality. If the stuff in it is well made and tastefully arranged, it won't go out of fashion until you change your own prejudices and habits.

The logical end of "fashions in furniture" is to make everything of paper—paper beds, paper sheets, paper rugs, pianos—everything paper and disposable at three-month intervals or so. Then all furnishings could be fashionable and, indeed, identical. With merchant builders putting up houses as like as peas in a pod, there is already too little difference between the shells in which we live. If then they are furnished fashionably and alike, a man won't be able to tell whether he's in his own home until he kisses his wife and finds out she isn't, she's the wife next door.

He would be as confused as those Canadian moose who come crashing into diesel engines because the moan of the diesel sounds like a moose mating call. There is always something new, indoors or outdoors, that is oddly advertised and attracts the wrong customers for the wrong reasons. But over the long pull, we believe that the American housewife is smarter than the Canadian moose.

THE PRISONERS OF PAVLOV

"Operation Big Switch" is over; 3,597 Americans have been released from Communist prison camps, and most of them are now joyously home. But has the country adequately shared the meaning of their ordeal? They bring home some sobering lessons about how Communists make war.

To begin with, General Clark has good reason to believe that the Reds still hold (but refuse to account for) 3,421 U.N. prisoners, including 944 Americans. Presumably they have joined those German, Italian and Japanese prisoners of World War II (estimated at over two million) who, whether dead or still alive, have lost their names in the bottomless silences of the Russian slave system.

But the Reds do not merely regard prisoners as expendable; they regard them as potential weapons for their side. Thousands of U.N. troops were processed for use in Red propaganda. For this the Communists have a systematic technique based on the experiments of the Russian physiologist Pavlov, who fed dogs to the ringing of a bell and conditioned them to drool with bogus eating pleasure every time the bell was rung. Communist psychiatry—and political theory—considers that all men *are* dogs, and that their reflexes can be conditioned accordingly.

To extort "confessions" of germ warfare from our captured Air Force personnel, the Red conditioning took the form of physical torture. Every man has his breaking point under physical pain, and some of our fliers understandably broke. Some did not. When the conditioning was mainly psychological, many U.S. captives displayed not only bravery but unquenchable impudence. Once during a lecture, when a group of prisoners was shown a phial containing an insect which the Reds claimed was deliberately infected with deadly germs "by American imperialists," one GI grabbed the bug and swallowed it. The other soldiers roared, as the Chinese

present stood goggle-eyed. The bug-swallower was rushed to the hospital; for two months bulletins were issued that he was "at death's door," but at the end of that time he was discharged from the hospital suffering only from the usual starvation diet.

Using both carrot and whip, the Reds never gave up. Even now, in what General Hamblen hopes is "the last battle of the Korean conflict," they are trying to wheedle the U.N. into letting Red "explainers" Pavlovize the 22,687 Chinese and North Korean prisoners who refuse repatriation. One of the last Red devices was to take a handful of American "progressives" and scare them with false tales of punishment awaiting them in the U.S.

By these or other means, 23 Americans out of 3,620 have been persuaded to refuse repatriation and are now in neutral custody. Even if their refusal is genuine (some of their parents don't believe it) this is a pretty measly showing for so much Red indoctrination effort. The 23 are put to shame by the vast number who survived the Pavlov technique. But their fellow citizens will be wise to suspend judgment on them. General Clark and Secretary of Defense Wilson have wisely promised that all "progressives," many of whom should be considered mentally ill, will be treated with sympathy and understanding and reminded of their legal rights in a free country.

Meantime our government should assemble meticulous testimony of all the tortures undergone by our men in captivity and present it to the U.N. Must the terrorizing of prisoners be a permanent step downward in the degraded rules of total war? Let us at least spread it on the record so that free men may once again be reminded where the blame lies. And let us resist the temptation to consider such inhumanity in any way "normal" even in this barbaric century.



FOUR ACRES OF CARP CORPSES ON THE KALAMAZOO

Last week the carp, a fish which is extraordinarily tenacious of life, was losing a battle for survival in Michigan's Kalamazoo River valley. Their corpses gorged the valley's streams, as in Dumont Creek (*above*) where four acres of carp choked the waters in glistening, smelly death. The carp's plight was caused chiefly by the paper mills along the river. Stepping up production, they were increasing the organic waste dumped into the river, squeezing off the carp's oxygen. Fighting for oxygen, the carp made their way into the small streams which empty into the river. At the stream mouths the fish were soon packed so solid they were literally crawling over each other to get inside. Once into the stream the carp were

momentarily restored by the cool, pure waters. But as more and more fish fought their way in they were pushed farther upstream. Then abruptly the stream came to an end. Ahead lay the death-giving land. Behind lay thousands of other carp cutting off the way back. Jammed together, weakened by their rugged journey, the carp died, but of an entirely new cause—starvation, for the tiny streams could not feed them.

Back down the Kalamazoo valley the aroused citizens sought injunction to halt the paper mills' pollution of the river. At a meeting one man rose in anger to propose a graphic nonlegal solution: that they each get a dead carp and **all** together carry them on a tour of the paper mill offices.



SEATED AND SILENT, delegates react coldly to Nixon speech. Only Durkin stands and applauds as

the Vice President leaves platform (*far right*). Following his lead, half the delegates then rose politely.



STANDING OVATION greets Durkin's speech accusing President. "Lay it on, Marty!" a delegate



TEAMSTERS' BECK WILL HELP START NEW UNION

HAND FOR DURKIN, ICE FOR NIXON

The American Federation of Labor last week held one of the most exciting conventions in its 72-year history. Meeting in St. Louis, the labor body heard an unparalleled debate between its own Martin Durkin and an emissary from the President of the United States. The delegates cheered (*above, right*) Durkin as he declared he had resigned as Secretary of Labor because Eisenhower had reneged on an agreement to back 19 changes in the Taft-Hartley law. They sat on their hands (*above, left*) when Vice President Nixon declared that "Dwight

Eisenhower has never been guilty of breaking his solemnly given word on anything."

Turning from words, the Federation then embarked on a bold, though long overdue, housecleaning. From its ranks it booted the racket-poisoned International Longshoremen's Association and its leader Joe Ryan. Old Joe kept saying he was not in St. Louis "to cop a plea," throw himself on the mercy of the convention. But all he could ask was mercy. He got none from A.F. of L. President George Meany, who snapped, "We have received nothing but



ROUTED RYAN (*center*), accompanied by lieutenants, waddles glumly from the convention hall after

the A.F. of L. had kicked out his I.L.A. union. Not a single delegate applauded Ryan's plea to stay in.



AFTER OUSTER leaders of the longshoremen's union get together for an informal wake in the bar



kept yelling. In resolution, convention backed Durkin's charge Eisenhower went back on agreement.

GATE FOR RYAN

delays and promises. The I.L.A. had the power to clean up. We'll proceed with the roll call." By a smashing vote of 79,079 to 736, Ryan's union was out.

Back in New York, Ryan tried desperately (below) to get a quick, new contract with the shipowners even as a special committee, headed by Meany himself, moved organizers onto the docks to establish a new longshoremen's union. New York's law enforcement agencies themselves organized to cope with what could be the U.S.'s bloodiest labor war in decades.



of the convention hotel. Harry Hasselgren, I.L.A.'s secretary-treasurer, stands second from the right.



EMBATTLED LEADERS of the I.L.A., "Tough Tony" Anastasia (left), Brooklyn dock boss, and

Ryan, have a talk before offering shipowners big concessions in attempt to get contract settlement.



FILING ACROSS THE BROAD LLANOS, A THOUSAND GUERRILLAS MARCH TO AN ARMY POST TO ACCEPT GOVERNMENT AMNESTY AND SURRENDER ARMS. THE

PEACE RETURNS TO COLOMBIANS



"THE PHANTOM," name embroidered on cap, was one of many guerrillas who took pseudonyms.

← GIRL GUERRILLA CARRIED AUTOMATIC WEAPON



GUERRILLA BANDS OPERATED INDEPENDENTLY OF EACH OTHER, AMBUSHING SMALL ARMY DETACHMENTS AND RAIDING SUPPLY DEPOTS FOR THEIR ARMS

Down from the cloud-laced mountains, from the secret camps and unmarked trails, fugitives from tyranny fled to lay down their arms and take up their lives. After years of autocracy and bloody revolt, freedom and peace had returned to Colombia and that traditionally democratic country's nightmare was ended.

The nightmare started in 1949, when the

Conservative party, whose rule had been growing increasingly oppressive, rigged an election and handed the presidency to its boss—tough, tyrannical Laureano Gómez. Gómez immediately applied the screw of martial law on the Liberals, the majority party. Many retreated to the hills, formed guerrilla bands and struck back. In savage warfare more than 20,000 perished.

When Conservatives themselves called for restraint, Gómez hounded them out of office. Then last June the army stepped in. Led by General Gustavo Rojas Pinilla, a Conservative, it took over in a single bloodless hour. Gómez fled the country, and Rojas promised amnesty to the guerrillas. Slowly they came out of the hills and quietly returned to their homes.

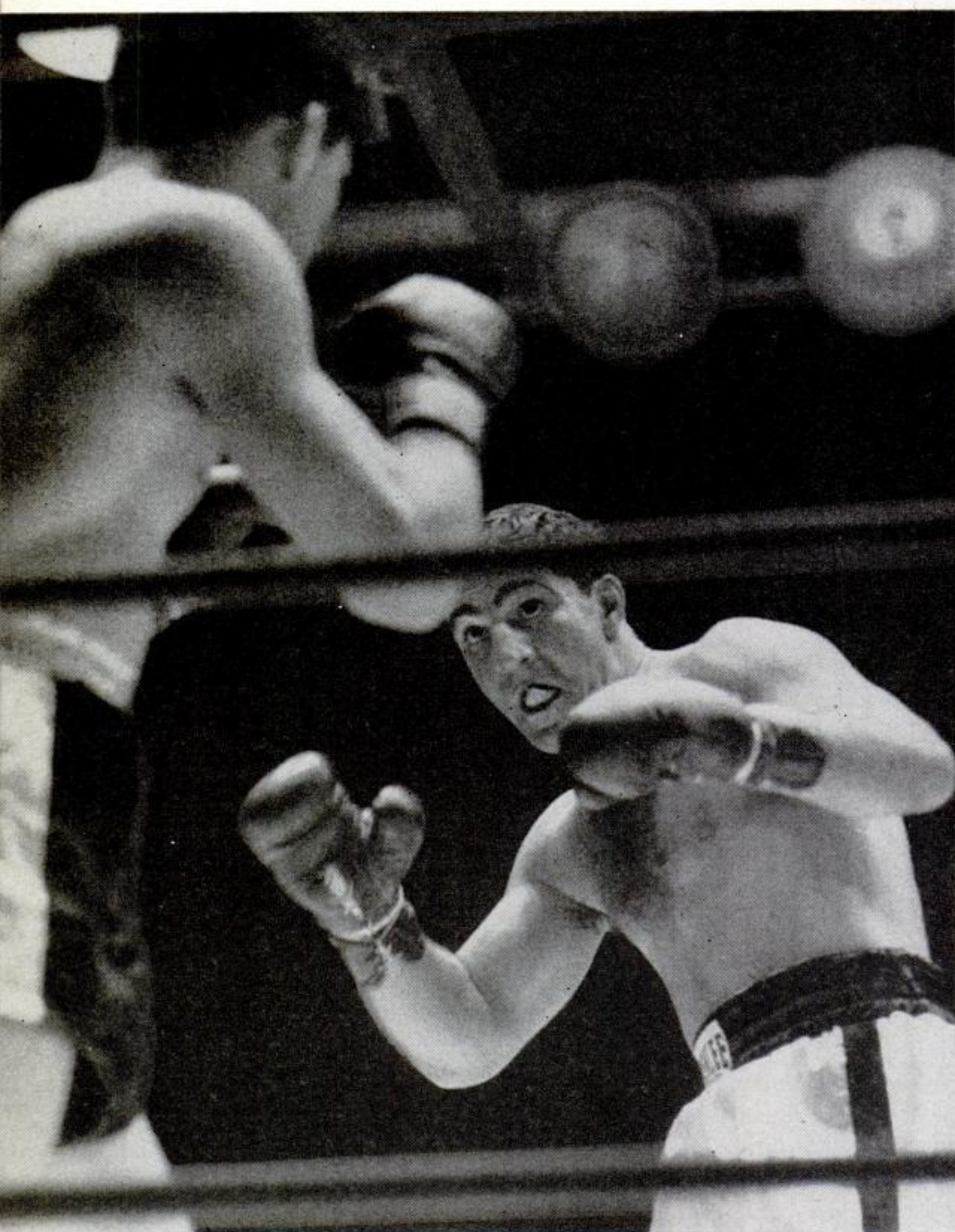


SURRENDERING TO ARMY, guerrilla leader Dumar Aljure (right) meets General Alfredo Duarte

Blum (left), "having God as a witness and trusting the promises of the president of the republic."

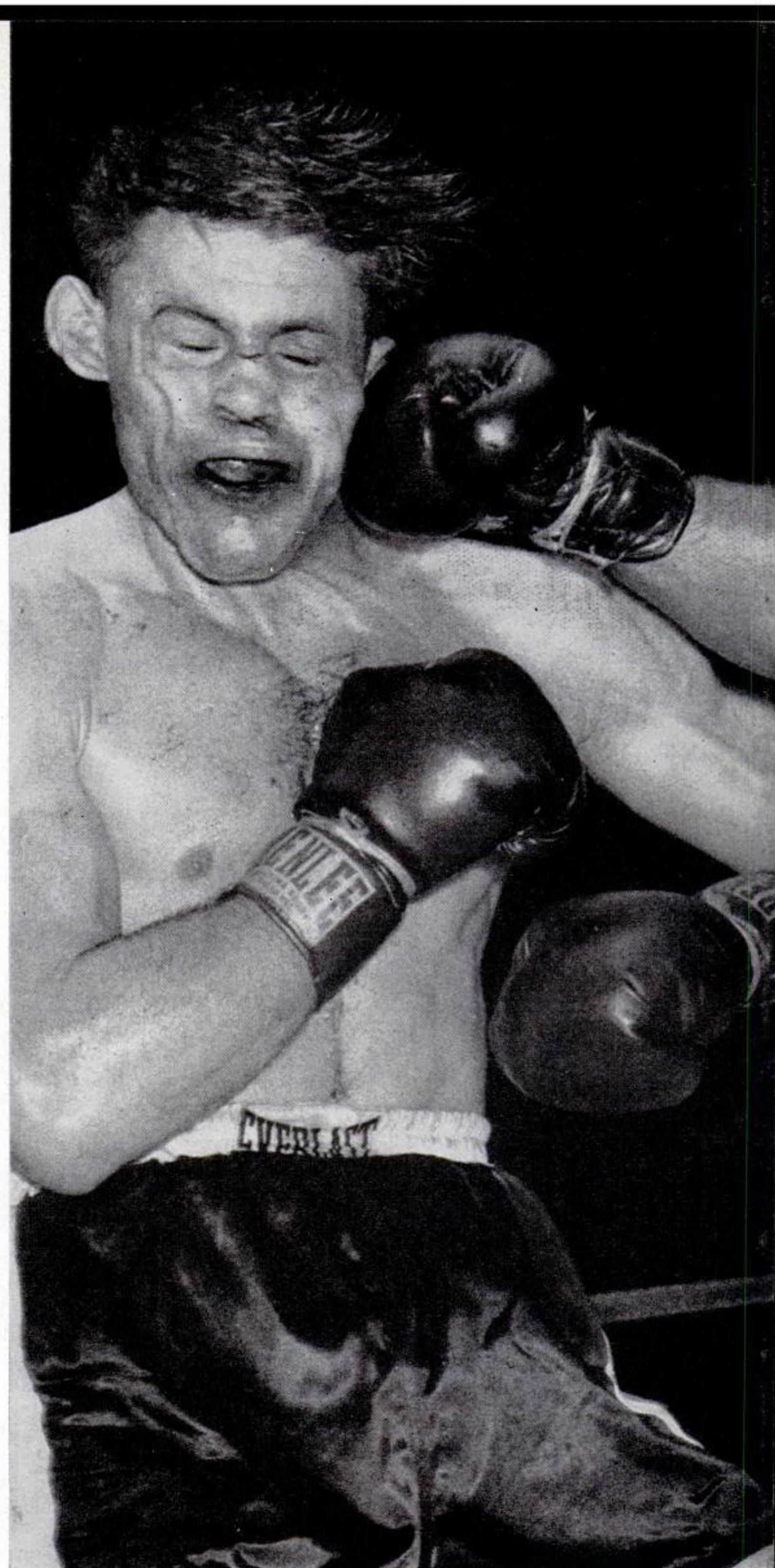
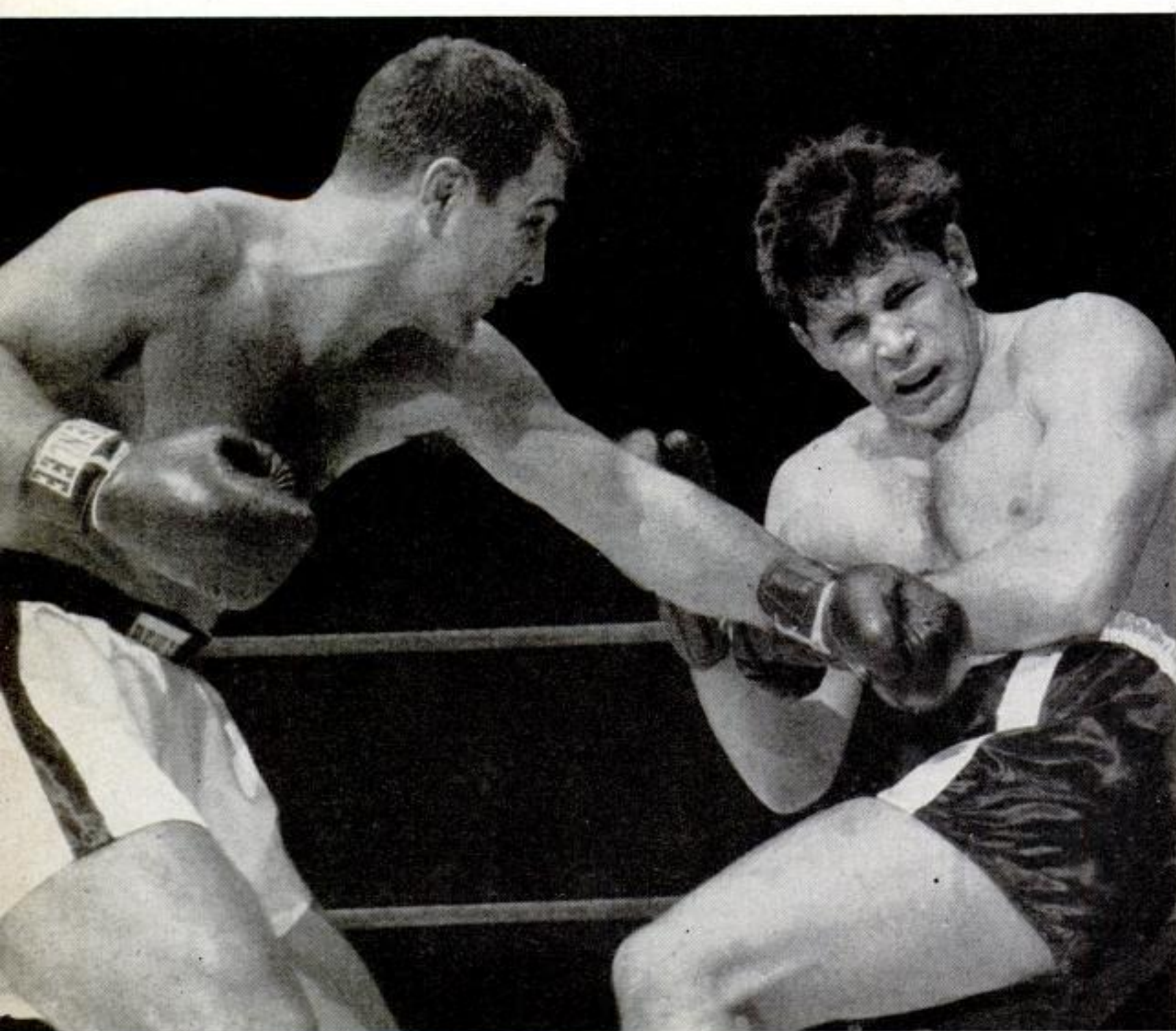


ORPHAN OF REVOLT, Trinidad Guarín sits on the lap of General Duarte, who has adopted her.



LASTARZA VIEW of the champion was of a cold-eyed man with oaken arms, menacingly licking his lip, looking for an opening and ready to move in with fists flying.

MARCIANO POWER, applied through a left to jaw in fourth round, staggered the challenger. He came back to win the round but punches like this one weakened him.

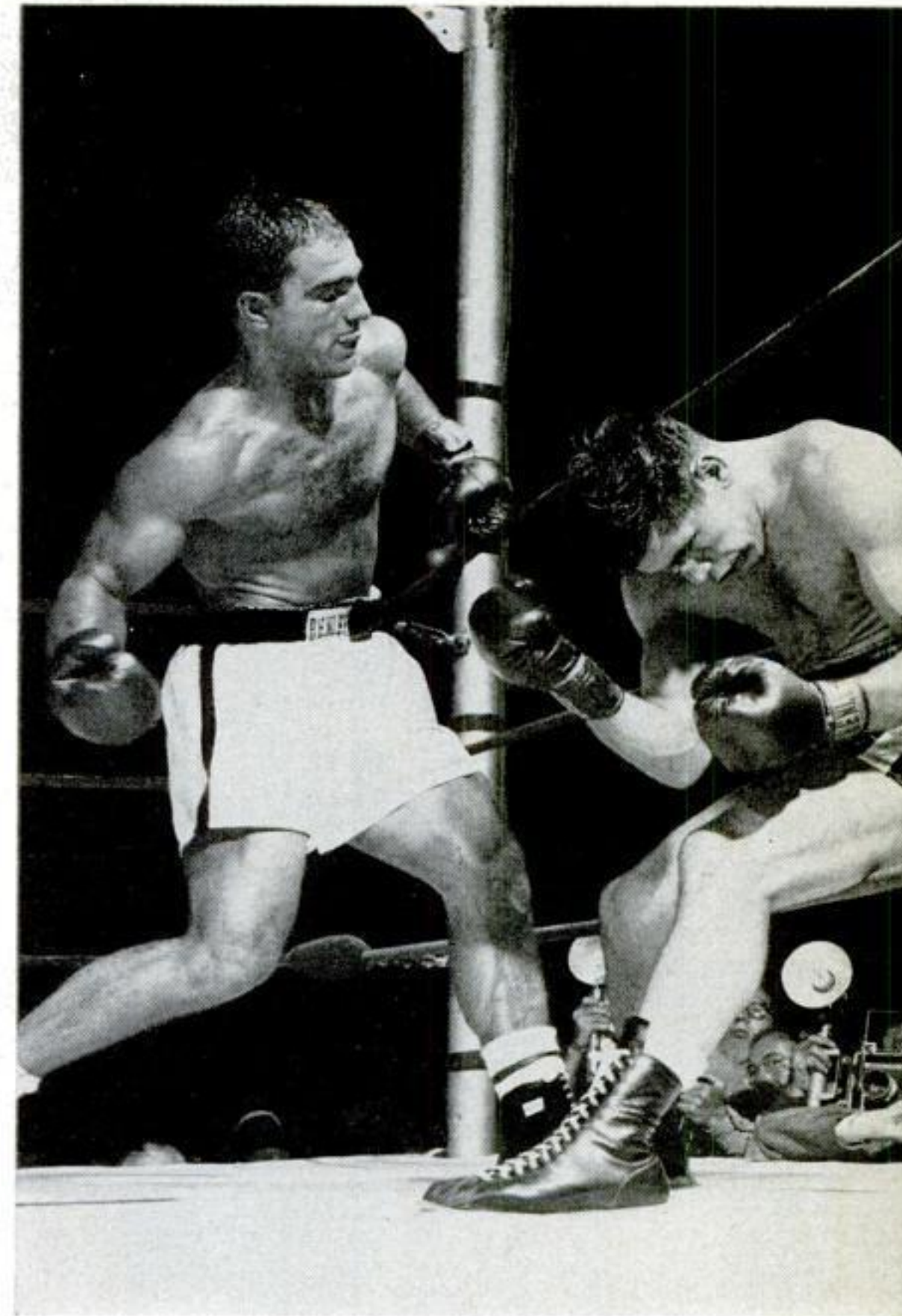
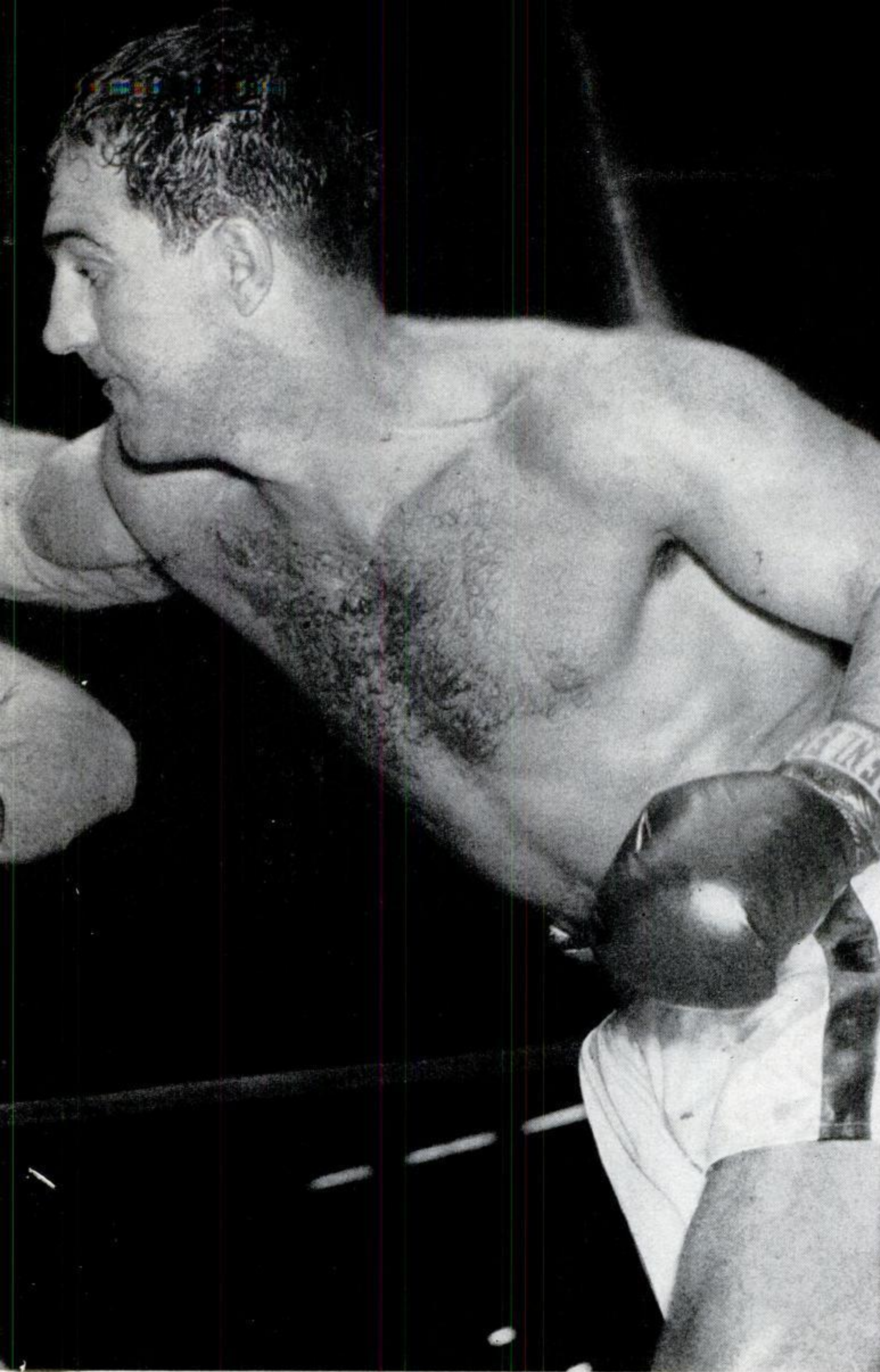


A CHAMP TOO TOUGH

Awkward in beating LaStarza, Marciano displays

The critics of Rocky Marciano could find plenty to complain about as they watched the world's heavyweight champion defend his title against Roland LaStarza in New York's Polo Grounds last week. Trying to knock the challenger out with one punch, the 29-year-old Marciano was over-eager and awkward. He lunged, butted, hit below the belt, on the break and after the bell. Once he swung so wildly that he missed and slipped clumsily to the canvas.

Outboxing the champion and avoiding most of his blows, LaStarza managed to win four of the first six rounds. In the seventh round Marciano changed his tactics, started aiming at LaStarza's body as well as his head in an attempt to wear the challenger down. He succeeded. By the time Marciano got around to landing his biggest punch, LaStarza was



FINISHING UP as the battered LaStarza goes down in 11th round, Marciano aims a right uppercut which sends LaStarza sprawling helplessly through the ring ropes.

THE BIG PUNCH, roundhouse right-hand blow that sent LaStarza down in 11th round, lands squarely on the side of LaStarza's cut-up face and hammers it out of shape.

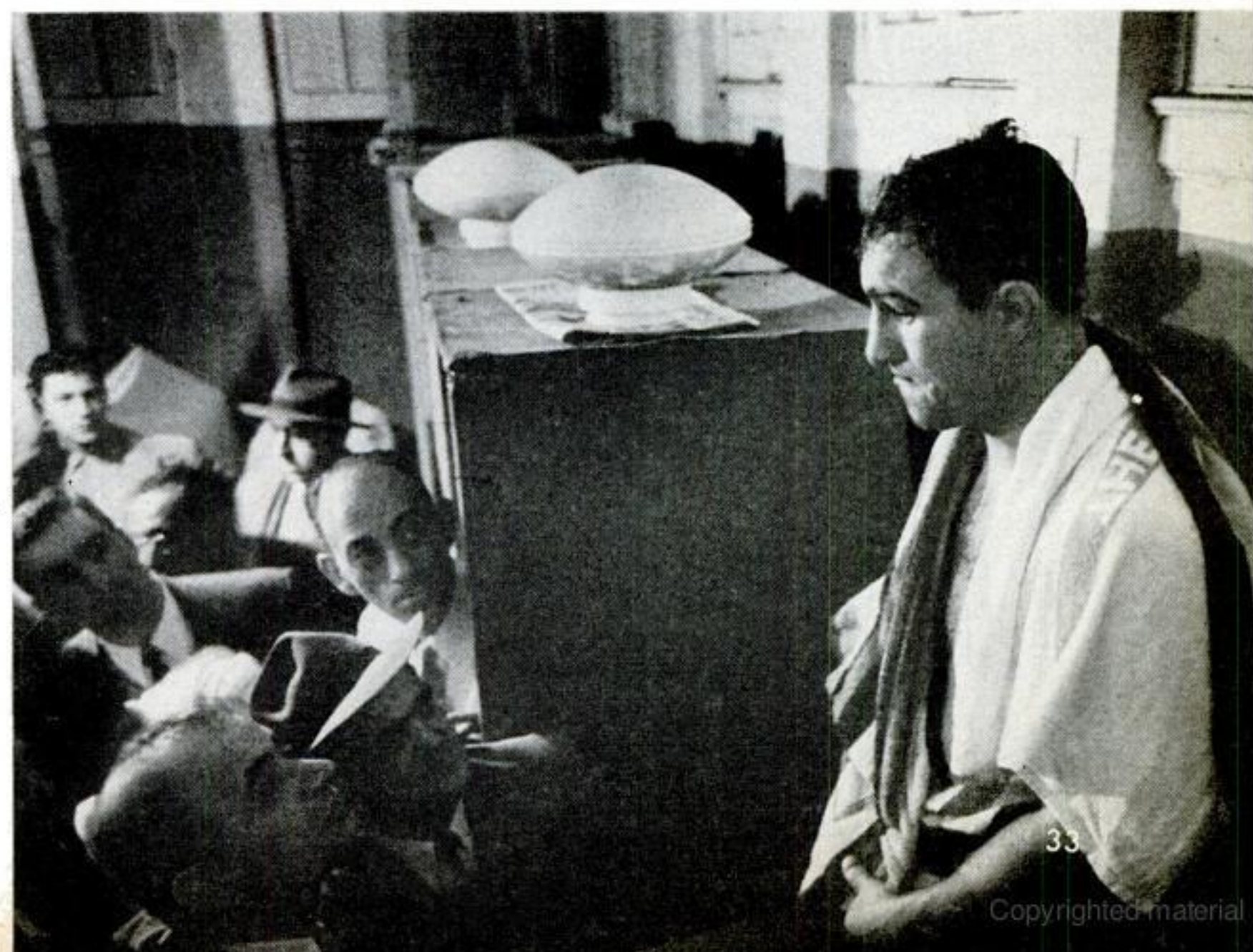
AFTER THE FIGHT the amiable champ talks with reporters in locker room. He was unhurt, unmarked and hardly tired. Except for being very thirsty, he felt fine.

FOR ANYONE AROUND

awesome amount of strength and punching power

already all but through. The blow that sent the challenger down in the 11th round was the roundhouse right shown above. LaStarza was able to get up from the floor but he was obviously unable to defend himself and the referee stopped the fight.

Marciano, who has never been beaten, had won his 45th straight fight, had scored his 40th knockout (and had earned his biggest paycheck: \$186,992). Critics could still complain about his style but not about his ultimate effectiveness. He was so rugged that no one seemed able to hurt him and so powerful that no one seemed able to stand up under his punching. Experts could recall Damon Runyon's remark about another champion: "He may not be a great fighter—but who licks him?" It looked as if Rocky Marciano were going to be around as champion a long long time.





CLASPING HANDS, the Baron and Baroness Silvercruys prepare to cut the wedding cake while Mrs. Eisenhower at their side beams happily at the scene.

CAPITAL WEDDING

Dignity rules as diplomat weds senator's widow

In Washington's most important wedding of the year, Mrs. Rosemary McMahon, 36, the widow of Senator Brien McMahon, last week was married to one of her late husband's old friends, Baron Robert Silvercruys, 59-year-old Belgian ambassador to the U.S. The ceremony, performed in the chapel of the Most Reverend Amleto Cicognani, the apostolic delegate, was quiet and dignified. The reception held at the bride's home was impressive; the guests included the couple's close friend Mrs. Eisenhower. Separately, both Baron Silvercruys, who was a bachelor, and his beautiful baroness, who is the mother of one daughter by her previous marriage, won reputations as fine hosts. Washington expected, now that they have joined forces, that the Belgian Embassy, a structure of baronial splendor well fitted for entertaining, will soon glow with a special luster.



AT RECEPTION NEWLYWEDS FIND TIME FOR QUIET WORD TOGETHER WHILE IN THE BACKGROUND THEIR GUESTS CONGREGATE IN STUDY OF BRIDE'S HOUSE



THE NEW MISTRESS is introduced to her staff at the Belgian Embassy after the wedding reception.

HONEYMOON BOUND, the Silvercruyses leave the embassy. They planned to visit in Puerto Rico.



GOODBY WAVES come from staff which expects more parties now that the ambassador has a wife.

NEVADA WEDDING

Hotel press agent presides as singer weds star

While phalanxes of photographers pushed and shoved and swore at one another, a sweet-faced little girl of 3 kept calling, "Mommy, what are you doing? Are you getting married, Mommy?" The judge was mumbling the words of the ceremony so Mommy Rita Hayworth didn't answer the child, but that is exactly what she was doing. In Las Vegas, Nev. she was acquiring her fourth husband, a crooner named Dick Haymes who, one day earlier, had shed his third wife in the local divorce mill. Haymes had turned the whole show over to a hotel publicity man who had called in press, radio, television, set the gambling wheels spinning faster and milked it for everything the hotel could get out of it. For Rita, the girl who four years ago had starred in a diamond-studded matrimonial production staged by Prince Aly Khan, this was a skid into the rhinestones.



WEDDING IMPRESARIO, Press Agent Al Freeman, leans on wedding cake bearing name of hotel. Cake cost \$100, was hotel's present to the newlyweds.



AFTER WEDDING PRESS AGENT PURSES LIPS INSTRUCTING COUPLE TO KISS FOR CAMERAS. RITA'S DAUGHTERS, PRINCESS YASMIN AND REBECCA WELLES, WAIT



LIKE A CHEER LEADER, Press Agent Freeman helps direct placing of equipment before wedding.

FREE AT LAST, the yammering demands of publicity behind them, the Haymeses leave their party.



DRIVING AWAY, Rita and Dick, with friends, Mr. and Mrs. Gershman, use a small power cart.



WORRIED CONFERENCE between Lias and Lawyer C. J. Margiotti came after introduction of draft card, marriage papers showing gambler was Greek-born.

HE WANTS TO STAY PUT

The biggest gambler in Wheeling fights a U.S. try to deport him

In a federal court in West Virginia last week the government tried to put the squeeze on all 368 pounds of William George ("I ain't been no angel") Lias, a big wheel in Wheeling. Starting with a bread wagon and working up through restaurants, speakeasies, gambling rooms and the numbers racket to control of Wheeling Downs, a pretty half-mile track on an Ohio River island, Lias has prospered despite a few sorrows: a couple of brief prohibition jail sentences; the sudden death of his first wife, shot down in self-defense by the

pistol-packing wife of a pal of his; titanic legal struggles over \$2.8 million in unpaid taxes.

Through it all Lias stood up for his rights. He could say that he was, after all, an American. Now the government says he is not American. It is trying to send him back to Greece where it claims documents prove he was born. Lias, supported by witnesses who remember him as the chubbiest dumpling ever to sag the springs in a baby carriage, argues desperately that the government's case is a mistake, that he was born and brought up in Wheeling.



THREE FOR THE DEFENSE testified after the government claimed Lias came to America from Greece in 1909. Dr. R. J. Hersey (left) testified he treated Lias in Wheeling before that. Mrs. Anastasia



Spanos (center) declared William was not in evidence when she came here with Lias family. Postman Richard D. Carleton (right) said the boy was known in Wheeling as "Humpty Dumpty" in 1906.





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Coffee



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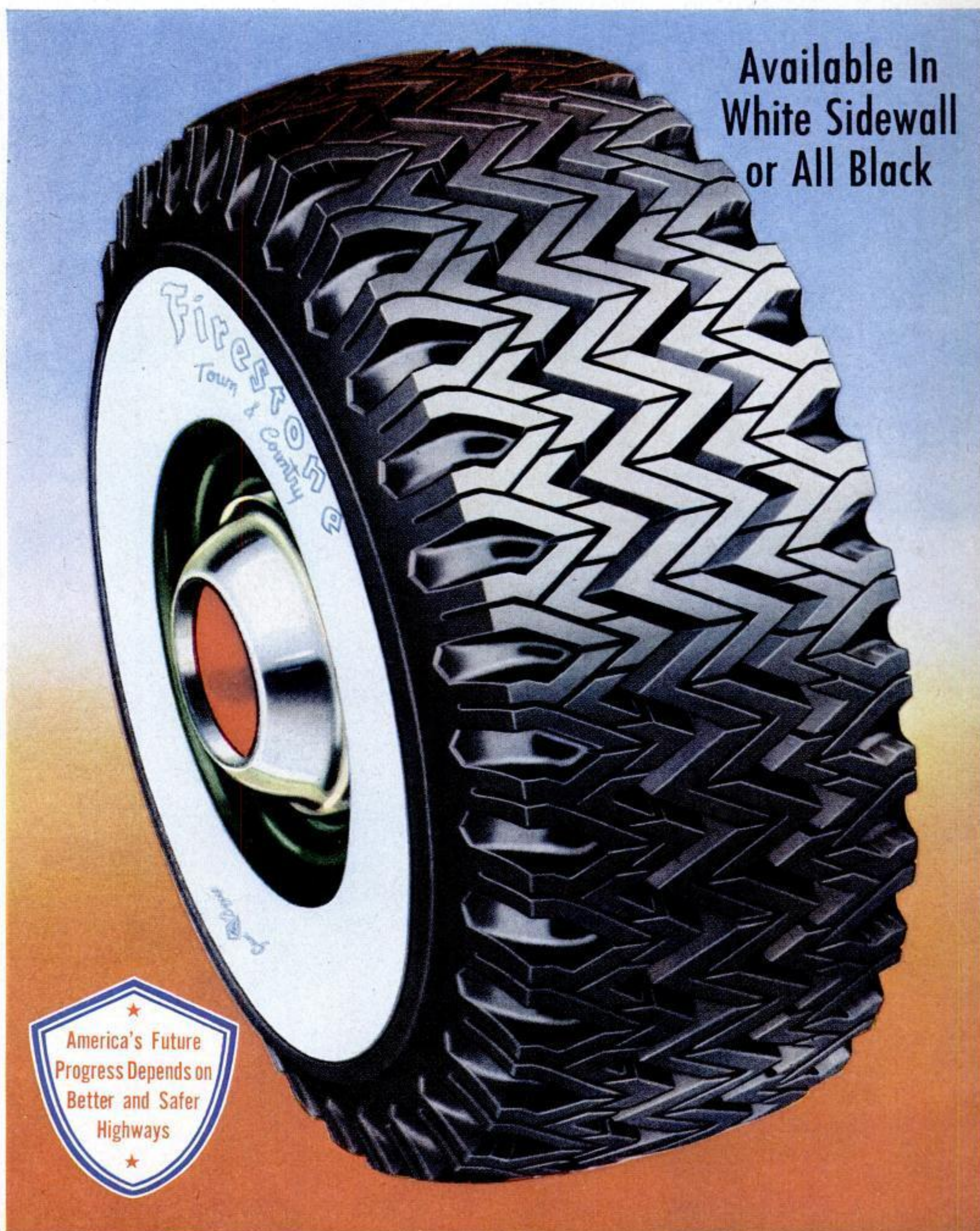
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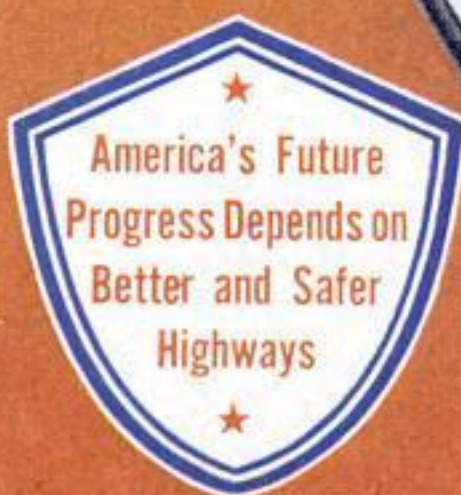


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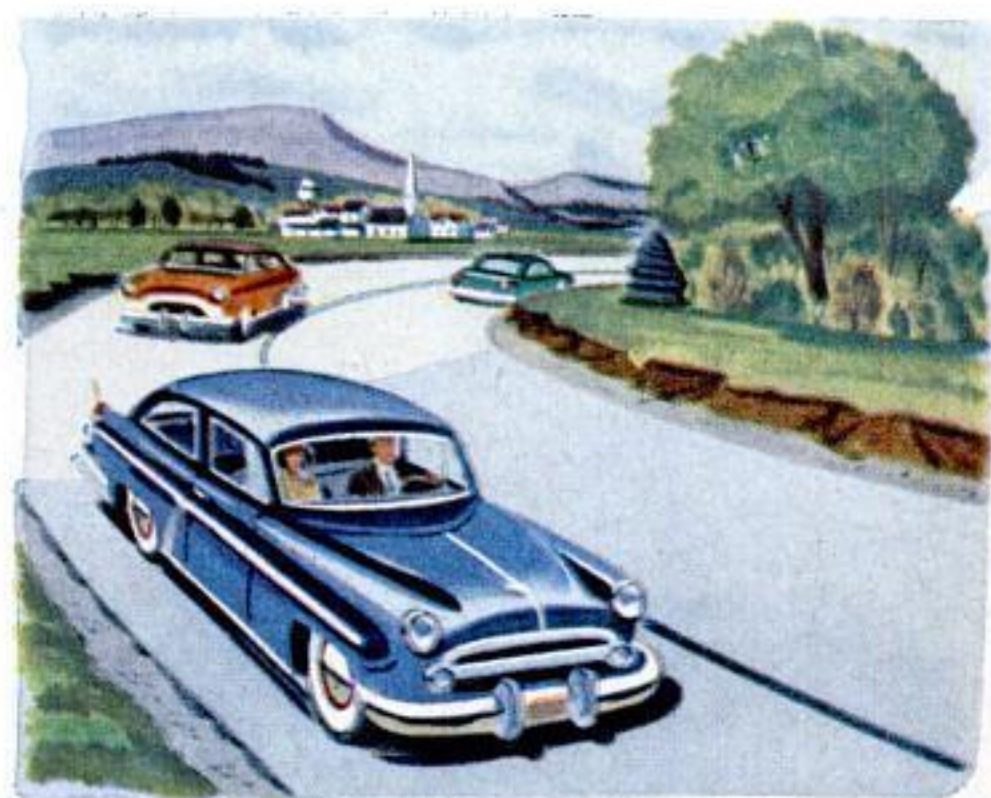
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Ask for **Paul Jones**

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS



YELLING ANTI-AMERICAN SLOGAN, PATRICIA PRUNONOSA, WHO WORKS FOR JACQUES FATH, WINDS UP TO PITCH TOMATO AT VISITING SKATERS ON THE RINK

ANTI-AMERICANISM ON WHEELS

U.S. skaters provoke Paris riot and prove that 150,000 Frenchmen can be wrong about roller derbies

The furious young Frenchwoman above had been carried away by a new kind of anti-Americanism. She lost her temper and went into action at an international roller derby, the brain child of an American promoter, which this month drew 150,000 spectators in Paris. The event featured American boy and girl teams competing against teams of skaters who flew the flags of France, England, Italy, Belgium, Spain, Switzerland and Sweden. Night after night the American skaters butted, crowded, gouged, tripped, kicked and pummeled their opponents while a pair of obviously fixed

referees helped them browbeat the studiously sportsmanlike Europeans.

Infuriated Frenchmen swarmed to the Vélodrome d'Hiver to hurl epithets, eggs, vegetables and some chairs. Sometimes they even surged onto the rink to assault the bullies hand to hand. The newspaper *Samedi Soir* declared the U.S. girl captain, Toughie Brasuhn (below) "resembles Eric Von Stroheim, only uglier." Mad as they were, the French might have been even madder—or perhaps mollified—if they had known what really goes on in roller derbies and what was being put over on them (p. 44).

AMERICAN GIRL CAPTAIN KICKS FALLEN "EUROPEAN" GIRL CAPTAIN. AMERICAN REFEREE (STRIPED SHIRT) THEN CHARGED IN, CHASTISED EUROPEAN GIRL



CONTINUED ON NEXT PAGE

COLGATE CHLOROPHYLL

DESTROYS BAD BREATH

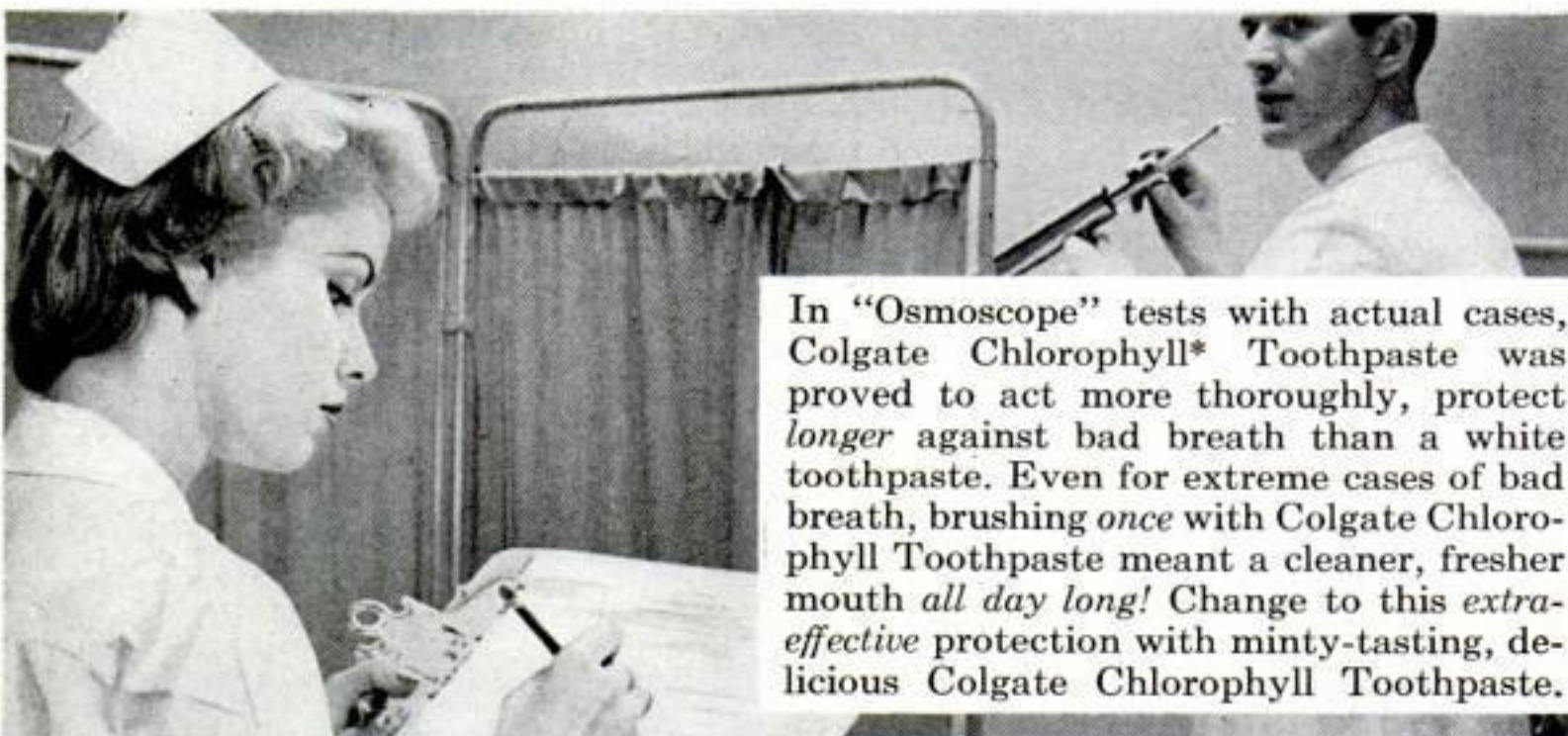
ORIGINATING IN THE MOUTH

MORE EFFECTIVELY

Than a White Toothpaste!



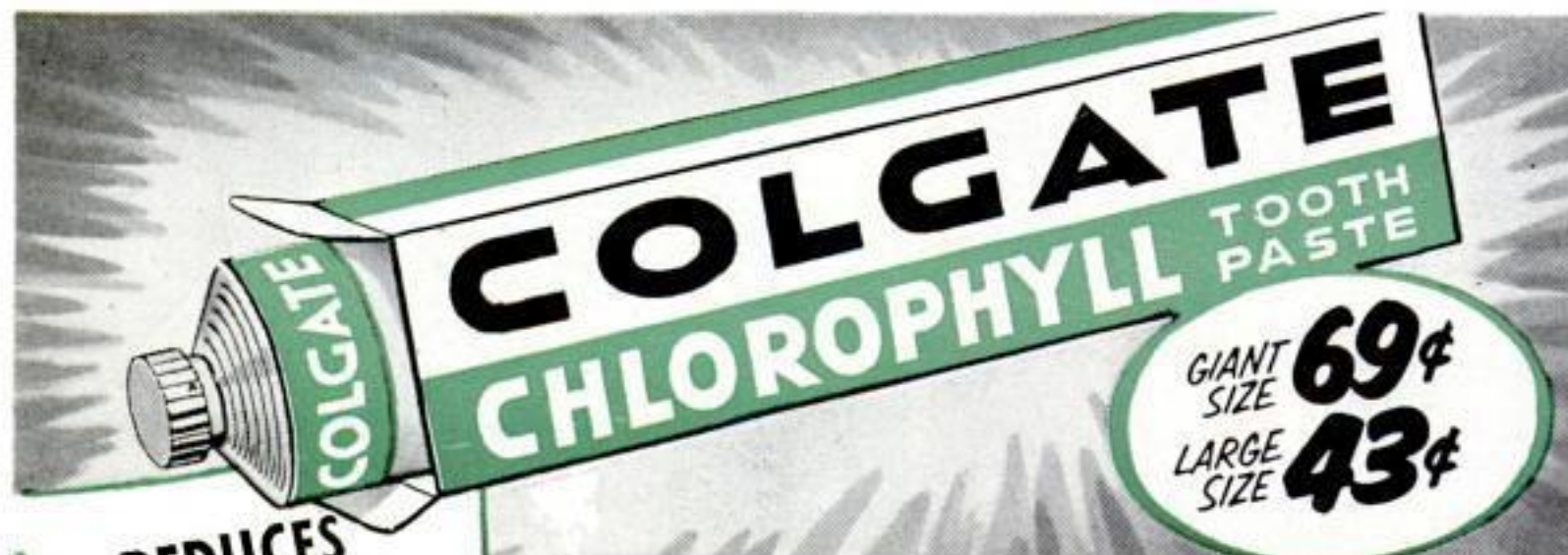
**JUST ONE BRUSHING
GIVES YOU LONGER PROTECTION!**



In "Osmoscope" tests with actual cases, Colgate Chlorophyll* Toothpaste was proved to act more thoroughly, protect longer against bad breath than a white toothpaste. Even for extreme cases of bad breath, brushing *once* with Colgate Chlorophyll Toothpaste meant a cleaner, fresher mouth *all day long!* Change to this extra-effective protection with minty-tasting, delicious Colgate Chlorophyll Toothpaste.

CLINICAL TESTS PROVE IT!

Works Better, Longer Than A White Toothpaste!



**REDUCES
DECAY
BACTERIA!**

Just one brushing with Colgate Chlorophyll Toothpaste cleans your mouth of a high percentage of decay and odor-causing bacteria!

**NO OTHER TOOTHPASTE
HAS MORE ACTIVE CHLOROPHYLL!**

**Get the full Benefits of a
Chlorophyll Toothpaste with
Colgate's Exclusive Formula!**

*Contains water-soluble chlorophyllins

Roller Derby CONTINUED



BOXED IN (left) by a pair of Americans, Roger Schroeder and Ken Monte, Sid Harnesk, carrying Swedish flag, gets elbowing.

UNDER THE CROWD American Schroeder, who dived over rail, is pummeled by spectators. One has raised chair to hit him.



CARRIED OUT (right) after beating by the crowd, Schroeder hangs limp on shoulder of wrestler acting as bouncer and nurse.



CARRIED AWAY, the crowd laughs, cheers as the captain of American girls' team falls on the rink, Europeans speed into lead.



CONTINUED ON PAGE 44

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

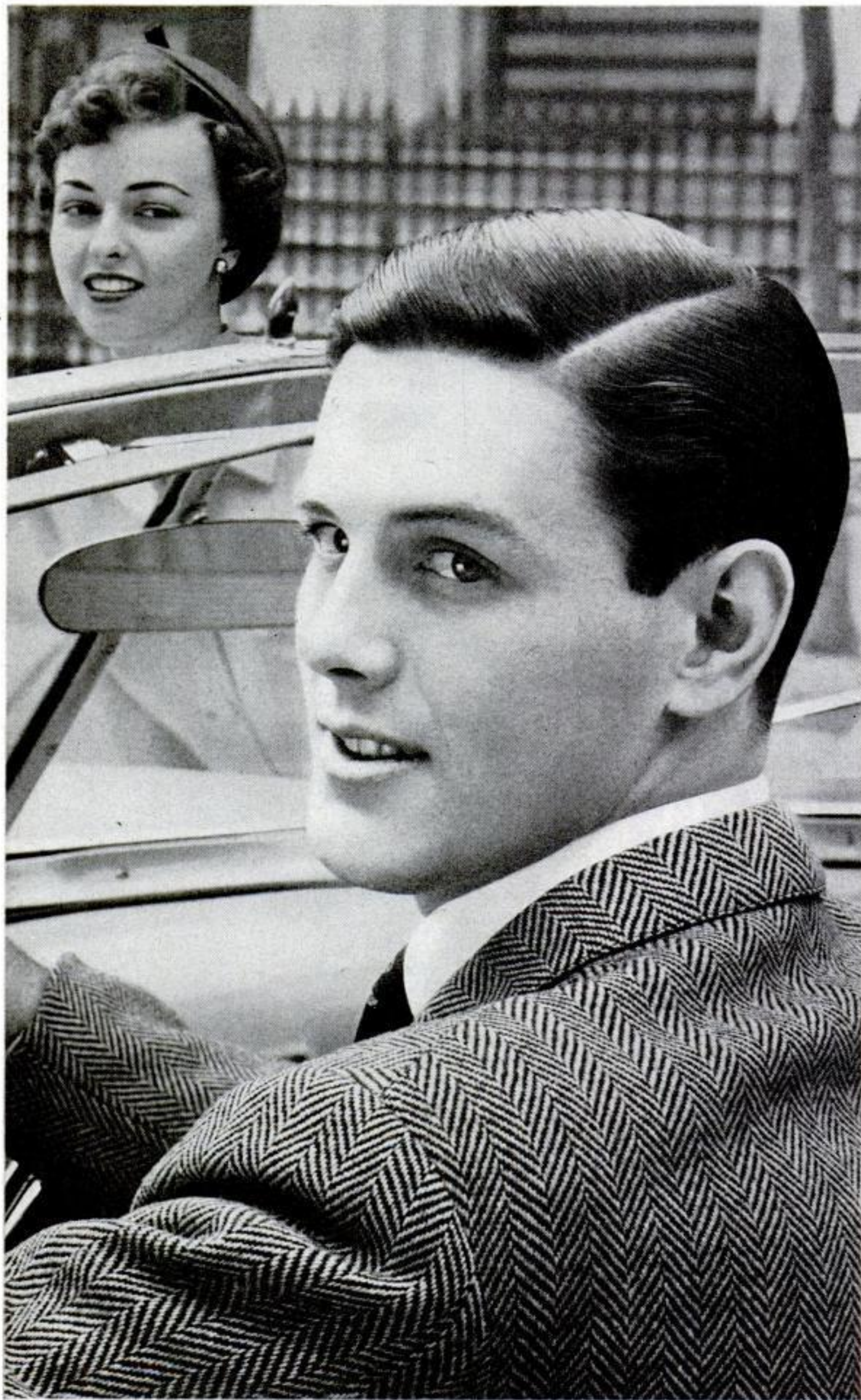
*Reach for
the jar with
the stars
on top!*

A Product of
General Foods

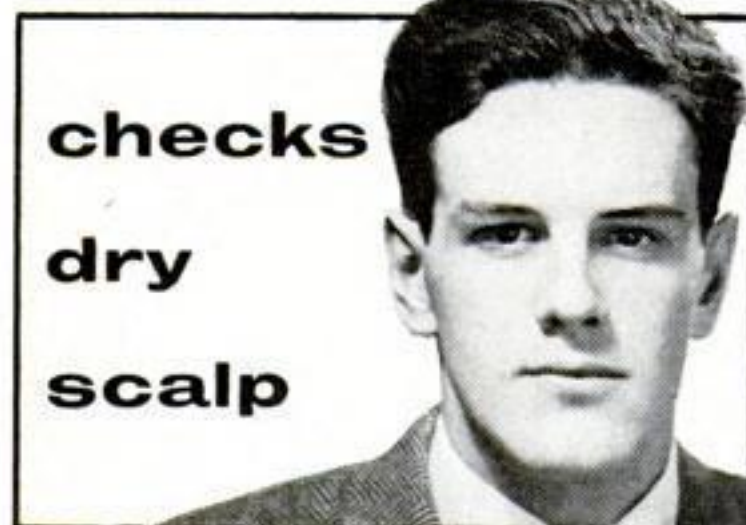


The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!

Keeps hair naturally well-groomed!



'Vaseline' Hair Tonic makes your hair look naturally neat—and keeps it looking neat! Why? Because it checks dry scalp—blends in with the natural oils in your hair!



checks
dry
scalp

Just a few drops a day relieves loose dandruff... tames unruly hair that so often accompanies a dry, oil-starved scalp.

contains
no
alcohol

Contains no alcohol or any other scalp-drying "mystery" ingredients.



Vaseline HAIR TONIC

TRADE MARK ® VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

Roller Derby CONTINUED



FLYING VEGETABLE carries a Frenchman's indignation about U.S. rough-housing. Spectators denounce Americans as *cochon* (pig) and referee as Hitler.

PHONY RACE FOR A FAST BUCK

Any American television fan could have advised the frenzied French that they were victims of a put-up job. In Paris, as in all roller derbies, the visiting team—the Americans—had its orders to act nasty enough to be hated. "You're in this to make that buck," explained the derby's traveling manager, Ken Nydell. "It's good box office."

Any Frenchman might have guessed even more had he given careful ear to Spain's Senorita Dolores Dossie yelling, "I'll break yer neck!" The fact was that the noble team of 13 "Europeans" was made up of two Yankees from Wisconsin, two from Illinois, one from Oklahoma, three from New York and five from New Jersey. Explaining this gentle deception, Nydell said, "Anyhow they're all of European descent." But the U.S. embassy, genuinely disturbed by an outburst of hatred more rabid than the Communists have been able to drum up, took a colder view of Nydell's phony spectacle. "In pursuing a fast buck," sourly commented an embassy spokesman, dropping diplomatic usage, "these people certainly are not making our job here any easier."



COUNTING THE HOUSE, Derby Boss Ken Nydell, onetime semi-pro ball player who does not understand French, moves warily through the audience.



Pillsbury

the *lighter* pancakes

for the modern taste

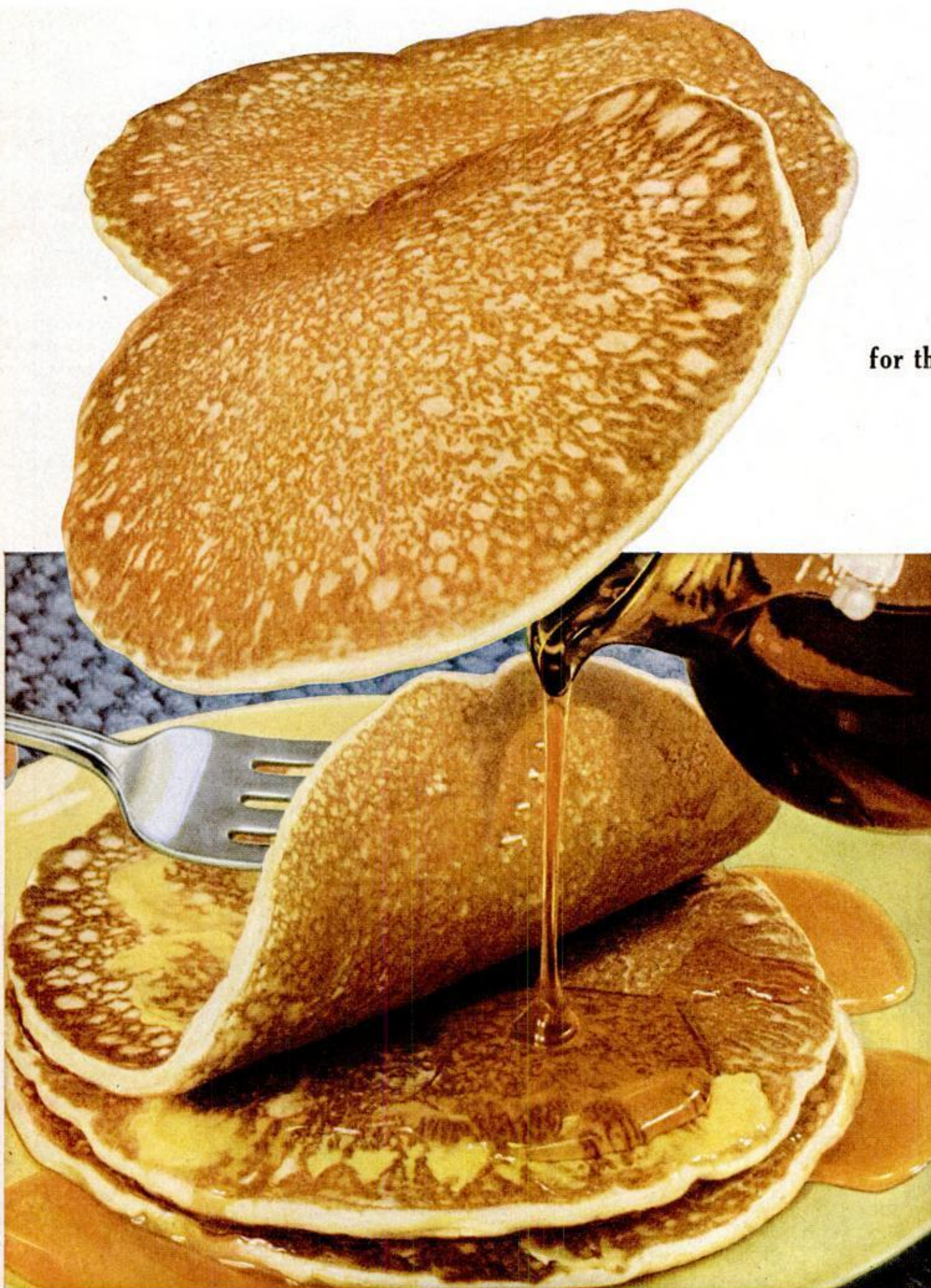
They are very tender going. Each and every pancake is a fluff of flavor, laced with pin-point bubbles.

All ingredients blended by a unique Pillsbury process.

Have you enjoyed these lighter Pillsbury Pancakes?

Pillsbury! The lighter pancakes for the modern taste. Mama, make some more!

P. S. Pillsbury Buckwheats are lighter, too. Milk is all you add to either one.



For economy—buy the large size.

Pillsbury

PANCAKE MIX

M-M-M-M-MEAT LOAF

M-M-M-M-Made with



MEAT LOAF—Hunt Style

You'll be lucky if there's any of this meat loaf left over for sandwiches the next day. *That's* how good it is! Brimming with flavor only Hunt's Tomato Sauce can give it.

Hunt's is a deliciously spiced cooking sauce. Not a soup, not thickened with starch. It makes your best recipes even better. For this recipe you need:

- 1½ lbs. ground beef 1 egg beaten
- 1 cup fresh bread crumbs
- 1 medium-sized onion, chopped
- 1¼ tsp. salt ¼ tsp. pepper
- ½ can Hunt's Tomato Sauce

Lightly mix ingredients and form a loaf. Place in shallow pan in moderate oven (350°). While it's starting to bake, com-

bine the following to make your prize-winning tart-sweet gravy:

- ½ can Hunt's Tomato Sauce 2 tbsp. vinegar
- 2 tbsp. prepared mustard 1 cup water
- 2 tbsp. brown sugar or molasses

Pour over meat loaf in oven; continue baking 1½ hours longer, basting occasionally. Serve with Hunt's Cut Green Beans to 6 lucky people!

Be sure you use Hunt's Tomato Sauce. It's *all* tomato, velvety-smooth, *kettle-simmered* with fine spices and seasonings.

Keep several cans of low-cost Hunt's on hand. Add its marvelous flavor to your stews, soups, casseroles, spaghetti, fish dishes, and leftovers.



Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

LIFE ON THE NEWSFRONTS OF THE WORLD

Week produces danger in the Middle East, a lady in Strait of Gibraltar and an elephant in a garden

The United Nations asked Israel to hold up work on a canal being built between Lake Hula and the Sea of Galilee, partly in the demilitarized zone bordering Syria, because Syria had protested that the canal would rob that arid country of precious water. The Israeli foreign minister refused, said work would go right ahead since the project was "obviously beneficial in nature." Syria promptly canceled all army leaves as a warning that the canal issue could lead to another serious flare-up in the troubled Middle East.

The Army shipped one AWOL soldier, Pvt. John Galasso, back to Korea for trial after he hitchhiked home to New Jersey, found a second hitchhiker on their hands. Pvt. Robert Drane turned up in Sacramento, explained that, unable to get a furlough, he simply walked aboard a troopship and arrived home. Whenever challenged, he merely answered, "I'm trying to go home." But Drane's success worried him. "Anybody can wear a uniform. . . . The Army should check more carefully," he said. "A Communist or spy could get into the country that way."



THE GENERAL AND HIS WIFE GO HOME

New customer for mailman

Home at last in Berkeley, Calif. after six years of arduous service abroad—the last three of them spent as a prisoner of war in Korea—came an American soldier to greet his lonely wife and to walk slowly with her up the stone path to the front door of his house, passing on the way a mailbox (above) bearing the carefully painted letters: Wm. F. Dean, 1035 Park Hills Rd.

The Wall Street Journal's correspondent in Nairobi reported that although Kenya's two big industries, tourism and farming, are collapsing because of Mau Mau terrorism, a newly devised business is enjoying a boom. The prospering business: a unique baby-sitting service, in which each sitter has an arsenal big enough to fend off any Mau Mau attempts on the children's lives. Boasted Armed Sitters, Ltd. in a Nairobi ad, "Not one casualty in 500 evenings of experience."



MISS CHADWICK PAUSES FOR REFRESHMENT

Same swimmer, new channel

Three weeks after setting a new England-to-France speed record, Channel-Swimmer Florence Chadwick plunged into the sea at Gibraltar, swam the 8½-mile strait to Africa in five hours and six minutes, breaking the old record by almost two hours. Then she flew to Istanbul to try her stroke on the Bosphorus.

A British scientist whipped up a new kind of broth which can be served to livestock to make them grow faster than conventional feeds. Principal ingredient of the broth: dead germs. The germs, a harmless strain even when alive, consist of high-quality protein, apparently are loaded with vitamins B and B-12, and taste delicious to the animals.

A GOP promise: tax cuts are certain

Back east again from his Denver vacation, President Eisenhower shared a speakers' stage at the Eastern States Exposition in Springfield, Mass. with Senator Saltonstall and—for a brief moment—Presidential Press Secretary James Hagerty (below). Later the same day at a \$100-a-plate Boston dinner attended by 5,000 loyal Republicans, he mounted another platform to declare that "there is no sacrifice—no labor, no service—too hard for us to bear to support a logical and necessary defense of our freedom."



HAGERTY DELIVERS A NOTE TO EISENHOWER

At this, some of his critics began to suspect that the G.O.P. intended to raise taxes, not cut them. Next day Secretary of the Treasury Humphrey—after checking with the President to find out what he really meant—set them straight. The excess profits tax will end Dec. 31, he stated flatly, and the 10% cut in personal income taxes will take effect at the same time. But while it is clear that these two cuts will be made on schedule, it is equally certain that the hard-pressed Treasury will have to ask Congress for some other new revenue to make up the difference.

When Accountant Alec Smith looked out through his bedroom window in the sleepy little English village of Hook one morning last week, he saw considerably more than apple trees standing in his garden (below). Hulking among the bushes and busily taking breakfast on Mr. Smith's fruit was a 10-foot elephant. Smith called police, who had been out elephant hunting for two and a half hours and were glad to come to the rescue of Smith's garden. Having finished breakfast and morning stroll, the elephant, whose name was Juno, quietly followed her keeper out through the garden gate and back to work at the circus.



JUNO TRAMPS THROUGH SMITH'S GARDEN

New gains for untouchables

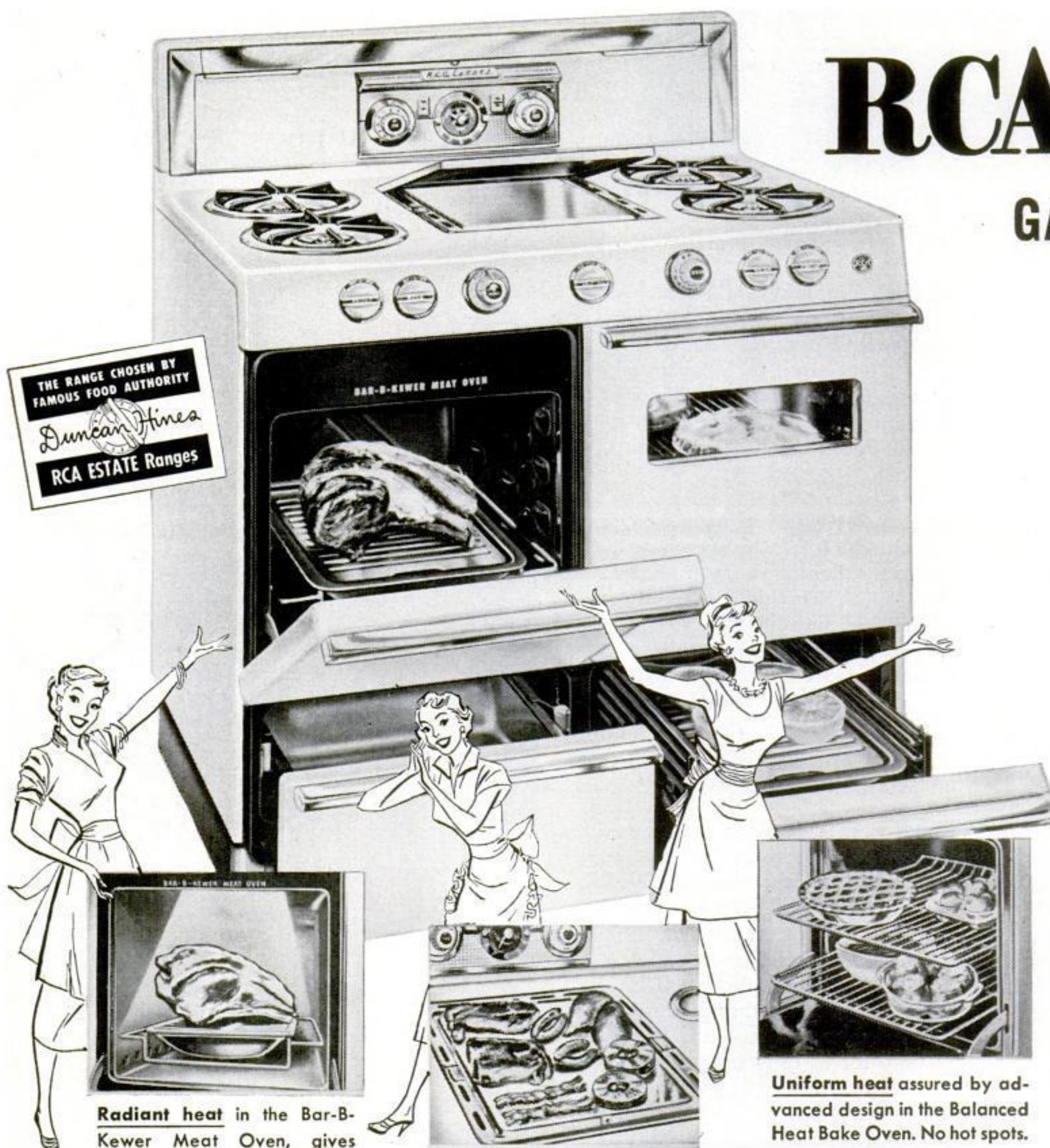
India holy man Acharya Vinoba Bhave, disciple of Gandhi, won a major victory for the untouchables by getting himself assaulted in an attempt to lead some of them into a high-caste Hindu temple traditionally forbidden to them. Free entry into all temples is "guaranteed" by India's constitution, but the untouchables have never dared to demand their right. Brahman priests set upon Bhave and beat him with shoes, the worst insult to a Hindu. But the attack backfired. Other priests, indignant at the outrage to the revered Bhave, welcomed the untouchables into the temple for the first time in history.

The owners of Native Dancer, who a fortnight ago withdrew the gray colt from the long-awaited match against Tom Fool in the Sysonby, announced that they had found the Dancer's hoof bruises to be worse than they had first thought, canceled all plans to race him again before next summer.

FAMOUS FOR THE FINEST FOR YOUR HOME ENTERTAINMENT AND COMFORT

RCA now brings easier living into your kitchen with the new

RCA ESTATE GAS AND ELECTRIC *Ranges*



THE RANGE CHOSEN BY
FAMOUS FOOD AUTHORITY
Duncan Hines
RCA ESTATE Ranges

Radiant heat in the Bar-B-Kewer Meat Oven, gives meats a delicious "charcoal-done" flavor.

Grill a complete meal on the Grid-All. Grease drains off ... better for you.

Uniform heat assured by advanced design in the Balanced Heat Bake Oven. No hot spots.



GRILLS, BAKES, BARBECUES ... ALL AT ONCE!

See RCA ESTATE Gas and Electric Ranges at your dealer's now!

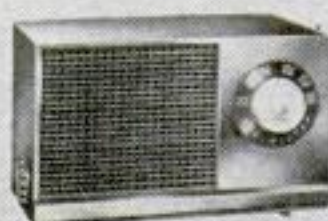
See Dennis Day on NBC Television every week. Listen to Phil Harris and Alice Faye on NBC Radio every Friday night.



Another notable accomplishment of RCA ... famous for the finest in



TELEVISION



RADIO



RECORDED MUSIC



AIR CONDITIONING

RCA VICTOR

TMKS. ®

Division of Radio Corporation of America



TRAP IS BAITED by Detective James McArthur who deposits nickels dusted in fluorescent powder into meter.



QUARRY BITES—Patrolman Harold C. Smith deftly extracts one of the marked coins with a bent bobby pin.

A TRAP AND A SURPRISING CATCH

When Cleveland police were informed that parking meters were being tapped, a task force was formed to trap the pilferers. One detective baited meters with fluorescent nickels, then joined a second detective lurking in a nearby store. A newspaper photographer concealed himself in a building across the street. In a short while a man wearing a policeman's uniform moved into camera range and began rifling a parking

meter with tweezers, nail clippers and a bobby pin. After watching him extract three coins, the detectives moved in. Their catch turned out to be a patrolman, Harold C. Smith, once one of the best-known men on the police force. First Smith tried to laugh his way out, but a fluorescent glow on his fingertips gave him away and convinced him that after 16 years on the force it was time to turn in his badge.

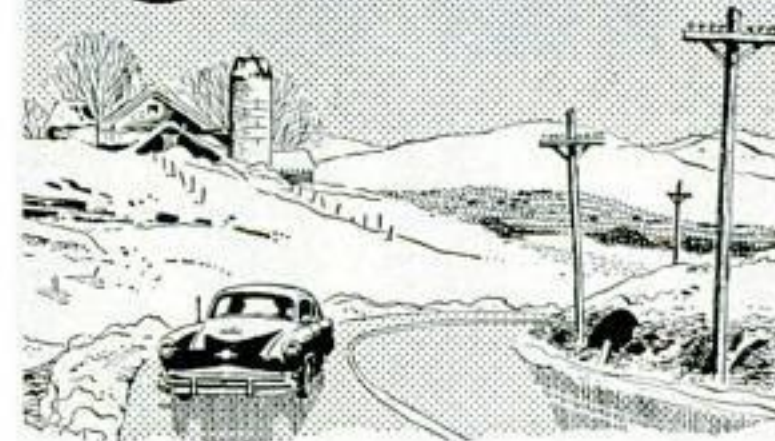


ABSORBED IN HIS WORK on another parking meter, Smith is not aware that detectives are closing in on him.



CAUGHT IN ACT, Smith was further betrayed by fluorescence on hands and formally charged with stealing 15¢.

WHEN WINTER STARTS



WILL YOUR CAR?

See Your Mobilgas Dealer and Find Out with a

Mobil Battery Check



Now's the time for a fast, free battery check with exclusive Mobil Start-O-Scope. Tells you immediately the condition of your battery. Need a new battery? Mobil "210," of course!

Mobil "210" Battery

Your Best Battery Buy!

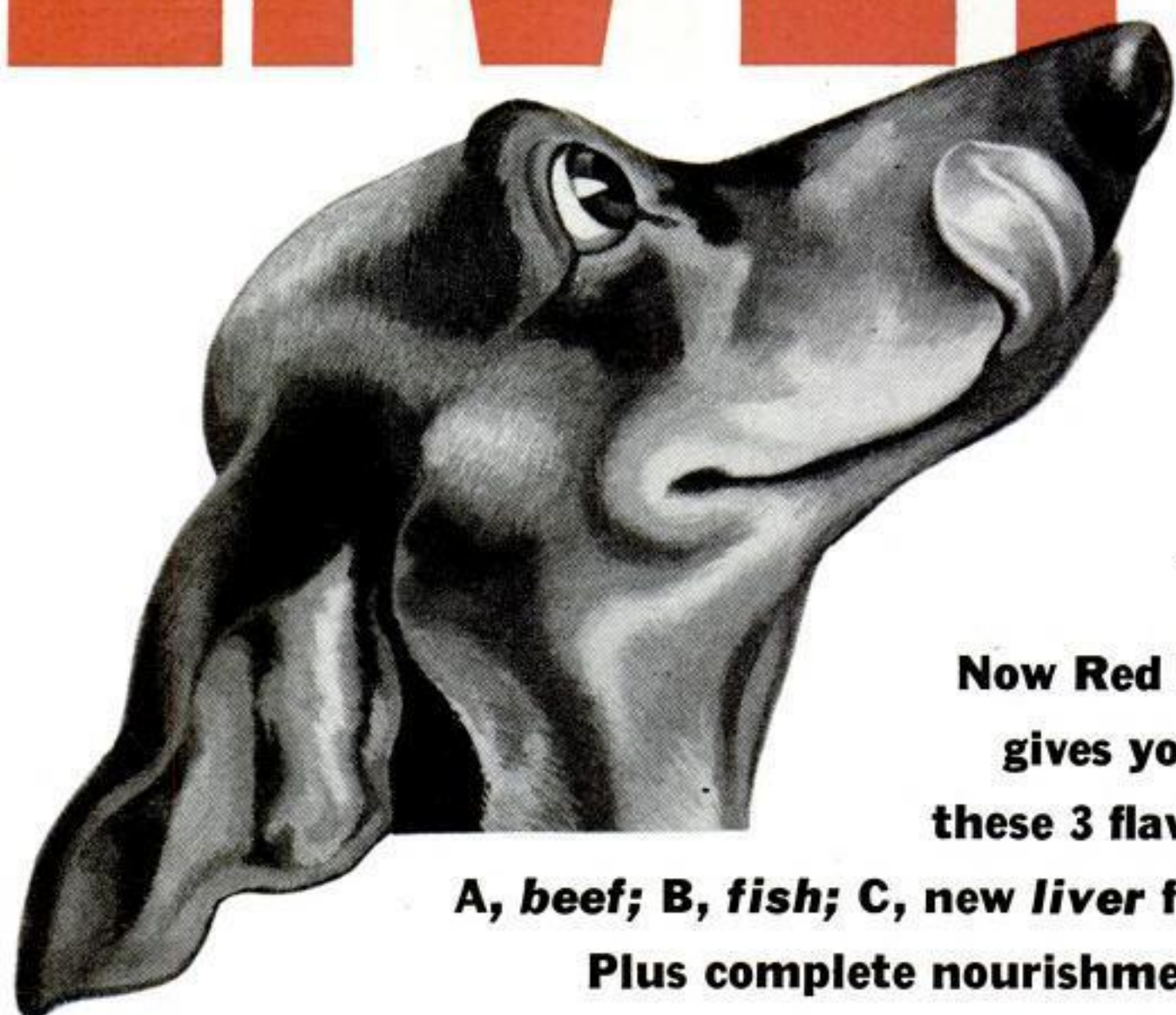


SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

RED HEART ADDS LIVER



FLAVOR



Now Red Heart
gives your dog
these 3 flavors:

A, beef; B, fish; C, new liver flavor!

Plus complete nourishment!

Now, in addition to famous 3-flavor variety and complete nourishment, Red Heart provides the valuable benefits of fresh liver—richest, most nutritious of all meats, and a top taste favorite with dogs.

More than ever, it's true that no other dog food gives your dog all the advantages of Red Heart. Add them up and see for yourself that Red Heart, alone, gives your dog EVERYTHING, PLUS!

1. **3-flavor variety**—variety such as you like in your food! Feed him Red Heart new liver flavor one day, beef the next, fish the next.
2. **complete nourishment**—you need add nothing! Red Heart, alone, provides everything a dog needs for top health, including...
3. **meat proteins**—with extra quantities of all the vital amino acids...
4. **carbohydrates**—body-building essentials basic in nutrition...
5. **minerals**—every mineral known to be needed by dogs for sound teeth, bones, sinews...
6. **vitamins**—extra amounts of every single vitamin which science has found dogs require for top health...
7. **fats**—so necessary to good condition, glossy coat, healthy, supple skin...

PLUS 8. CHLOROPHYLLIN—OF COURSE! TO END DOGGY ODORS!

Red Heart adds up to the best dog food that money can buy. And your dog deserves the best! Start feeding 3-flavor Red Heart to your dog today!



JOHN MORRELL & CO. • SINCE 1827 • OTTUMWA, IOWA • SIOUX FALLS, S. D.



MIG PILOT NOH KEUN SUK LOOKS HAPPY AT FIRST PRESS CONFERENCE

MIG AND A MYSTERY

U.S. gets Red fighter, then offers to return it

Last week a Russian MiG 15 fighter flown by a 22-year-old North Korean startled the traffic control men at U.N. Kimpo Airfield in Korea by dropping in out of a clear sky. Equally startled was the U.S. Far East Command, which had long ago given up hope on an offer made back in April when the Korean air war was still hot to pay \$100,000 for the first MiG delivered intact. Hastily announcing that the Red pilot would get his money, the Far East Command had the MiG crated for air shipment to the U.S. for a series of flight tests. Then two days later there was a mysterious change of plan. Revoking cash offers for future MiGs, the command announced that this one—the first working model ever to reach U.S. hands—would be held for return to its "rightful owners." Possible solution to the MiG mystery: the U.N. was afraid to give the Communists any chance to delay the impending peace conference with cries of foul play. Besides, by the time the enemy gets around to claiming the MiG, U.S. technicians will know it inside and out.



MYSTERY SHIP, sealed off in hangar before being dismantled, was so carefully guarded that U.S. Sabrejet pilots did not get a chance to look it over.



YOU'LL FIND EYES TURN TO WATCH YOU PASS IN THIS BEAUTIFUL MERCURY—WITH ITS YEARS-AHEAD STYLING FROM BUMPER TO BUMPER, INSIDE AND OUT

Let this ride show you how Mercury gives more for your money



HOW EASILY YOU PILOT THROUGH TRAFFIC



... HOW YOU SOAR UP ANY HILL WITH EASE



WHILE POWER BRAKES AND POWER STEERING



... TAKE THE WORK OUT OF DRIVING.



MERCURY'S PROVEN ECONOMY



... AND THE PROVEN PERFORMANCE OF THE LATEST V-8



... IN MERCURY'S EXCLUSIVELY V-8 HISTORY



... ADD UP TO NEW DRIVING PLEASURE.

Power steering, power brakes, 4-way power seat, white side-wall tires and full-disc hubcaps optional at extra cost.

Go into a Mercury showroom and ask for a ride. You'll get no "once-around-the-block" brush-off here! Your Mercury dealer will be glad to give you the keys, and have you road-test this greatest Mercury yet over any roads you choose.

He knows what he's doing. He's found by experience that most people who road-test a Mercury want to take it home with them.

So—we'll let Mercury's lines and colors, its performance and ease tell its own story. We'll just remind you that here is a sound business investment—in the car that consistently leads all others in its field for trade-in value. See you soon?

Move
ahead
with

MERCURY

Get more
for your
money

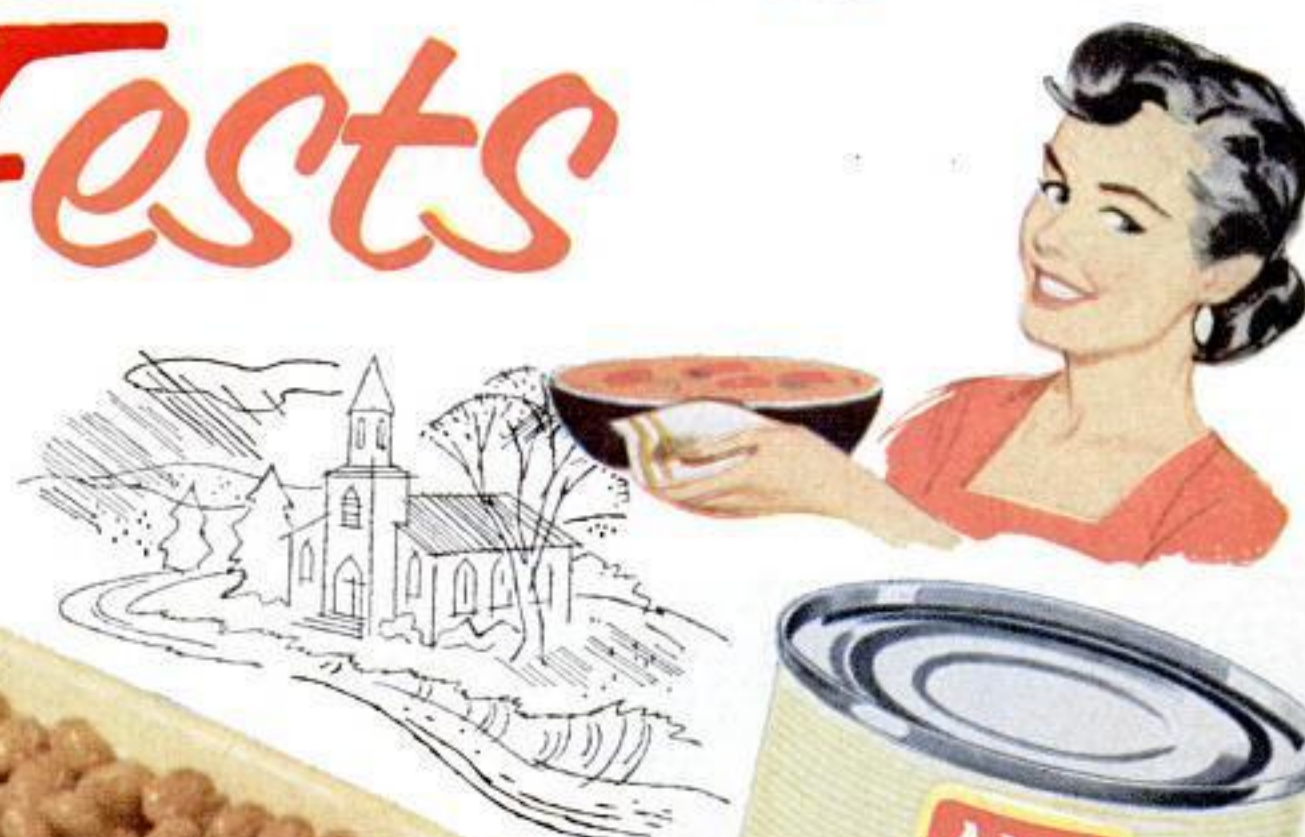
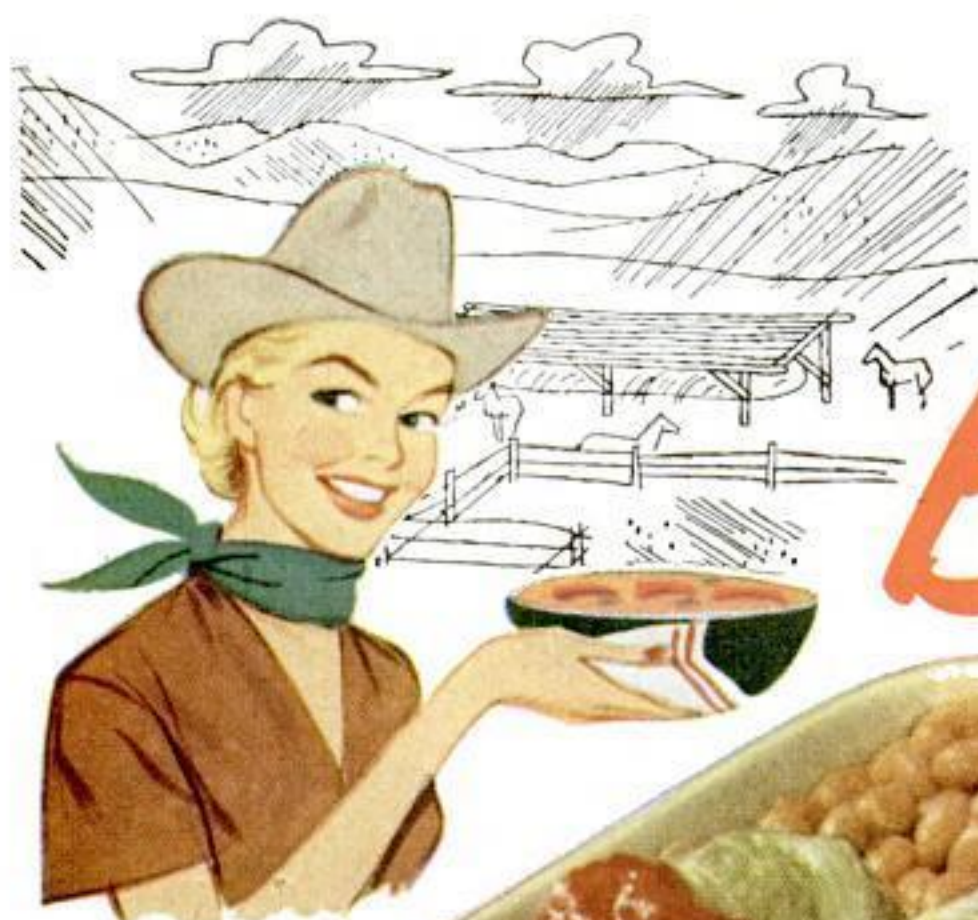


Symbolizing the Progress of Ford Motor Company's
50th Anniversary—"50 Years Forward on the American Road"

MERCURY DIVISION • FORD MOTOR COMPANY

COME ALONG ON A CROSS-COUNTRY TOUR OF

Savory Bean Fests



**SO EASY WITH TASTY,
THRIFTY ANN PAGE BEANS!**

Here's just the ticket to give you a change from mealtime monotony while you keep more change from your food dollar. Try these favorite regional recipes... make 'em with thrifty, delicious *Ann Page* Beans. These are top-of-the-crop beans, tender-cooked in tempting sauce. 3 styles: in Tomato Sauce with Pork, or Vegetarian Style; Boston Style, with Pork in Molasses Sauce.

Follow the trail of good cooks and smart shoppers... make tracks to foods with the Ann Page label. They're made of choice ingredients in A&P's own modern Ann Page food kitchens and thriftily priced to save you money! Sold only at A&P.

CREOLE CASSEROLE

2 1-lb. cans Ann Page Beans, any style
1/2 cup chopped onion
1 lb. ground beef (2 cups) or ground
leftover meat

1/2 teaspoon salt
Dash of Ann Page Pepper
6 green cabbage leaves
1/3 cup Ann Page Chili Sauce

Cook onions and meat until lightly browned, adding fat if necessary. Season. Cook cabbage leaves in salted water 8 minutes. Divide meat mixture and roll in cabbage leaves. Arrange cabbage rolls over beans in 1 1/2 qt. baking dish. Top with chili sauce. Bake in moderate oven, 375° F., 30 minutes. 6 servings.

Southwest Special: Cook together, 2 chopped onions, 1 green pepper chopped, 1 tsp. chili seasoning, 1/2 lb. chopped beef and 1/2 tsp. salt. Add 1 can corn and 2 cans Ann Page Beans, any style; heat thoroughly. 6 servings.

Beans, any style, in casserole. Bake 400° F., for 30 minutes. 6 servings.

New England Taste Trick: Cook 1/2 cup sliced onions in 2 tbsps. fat. Add 2 cans Ann Page Beans. 6 servings.

Midwest Favorite: Split 6 frankfurters, spread with mustard... Put dill pickle slice in each; wrap with bacon. Place on Ann Page

Home Town, U. S. A.: For a quick-fix dish with taste appeal... simply open a can of Ann Page Beans, heat, serve, enjoy!

Among the **33 Fine Foods**
in the Famous Ann Page
Family are such favorites as:

Preserves, Peanut Butter, Salad Dressing, Mayonnaise, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, etc.

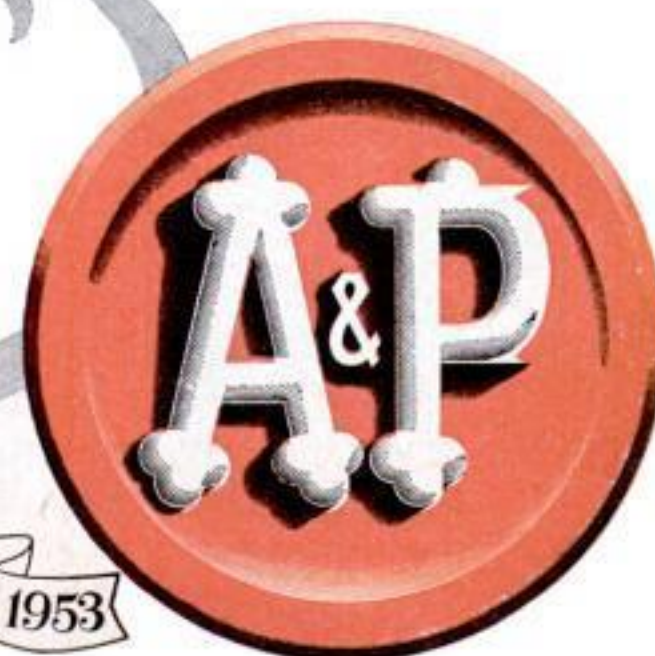


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PROVES

**Fine Foods
Needn't Be
Expensive**

Guaranteed by
Good Housekeeping
as NOT AN ADVERTISED PRODUCT



1859 94th Anniversary 1953

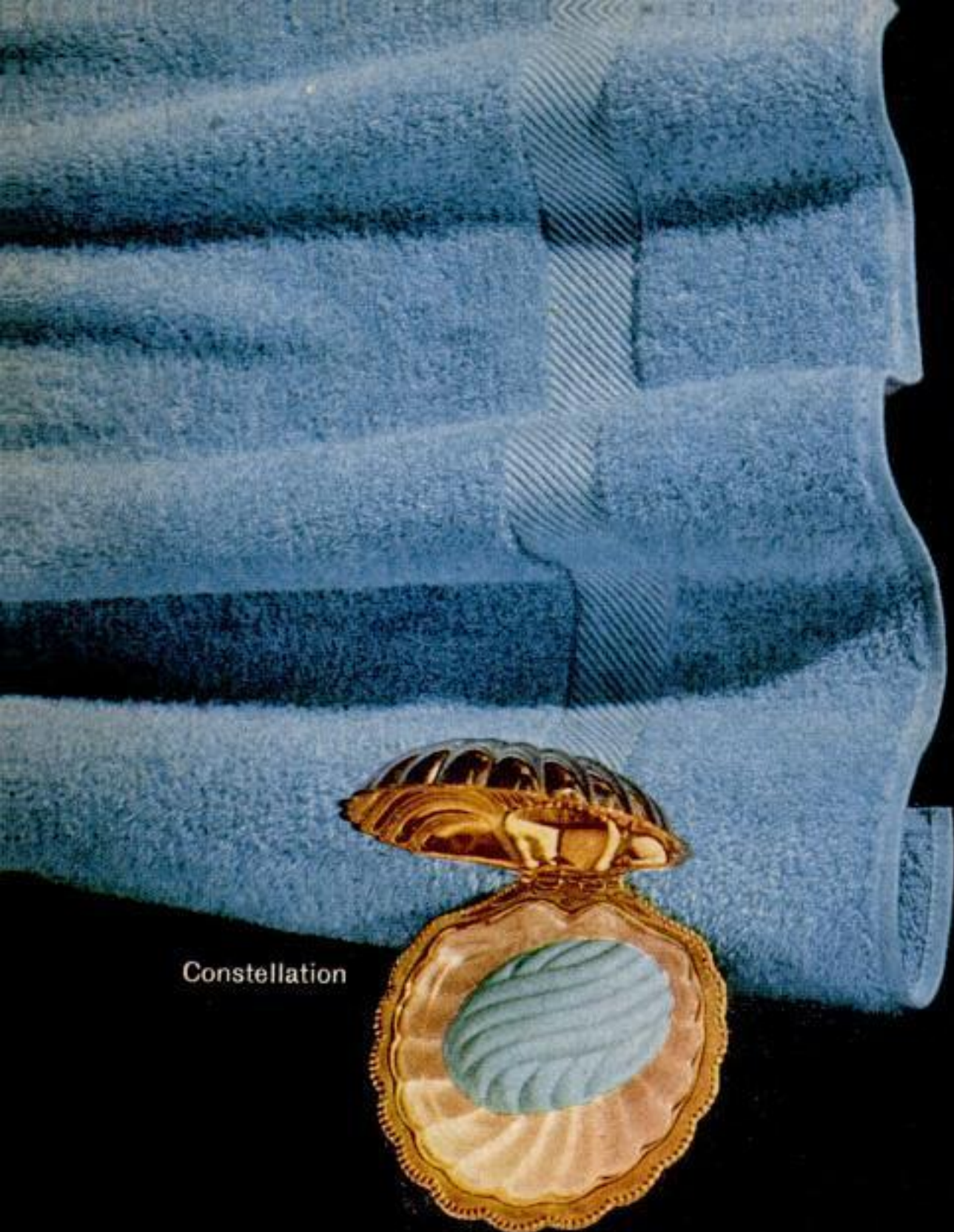


HOT-DOG HOLOCAUST

Picnickers by the thousands set a Los Angeles beach blazing with family fires

To lay the foundations of a big new sewage plant, the Los Angeles authorities had to pump out millions of tons of sand which eventually widened the Playa del Rey, or King's Beach, to 600 feet. It looked like an ideal beach for building fires and soon there were 50 of them blazing away every night, then 500, and now

on holiday weekends 1,500. The benevolent authorities have laid out the area with concrete fire rings around which their patrons can be as happy as kings until midnight when everybody has to go home. The only inconvenience is suffered by motorists inland who are blinded by the smoke from 1,500 wienie roasts.



Constellation



Suzette



Carnation



Duchess



Cannon Mills, Inc., 70 Worth Street, New York City 13

These are towels precious and "priceless" —they wear the Cannon Gold Label

They are the work of some of the country's greatest textile craftsmen.

There at the big humming Cannon looms, working with the finest American cotton, these skilled men have achieved in towels the nearly perfect combination of high absorbency, glorious color, thick-as-cream texture, staunch endurance.

To these men, Cannon Gold Label towels are "priceless." We believe you'll think so, too—though the cost is \$3.50 or less. Just compare them with other towels...

...in texture. Cannon's finest towels have a lavish, almost unbelievable softness, because there are actually more of those long, soft loops per inch—all with the exclusive Cannon Beauti-Fluff finish. And this wondrous texture also makes the towels so thirsty they drink five times their weight in water!

...in design. Smart, imaginative designs that fit into your favorite decorating scheme, traditional or modern. Designs all the more distinctive because of the extra-deep texture into which they're woven.

...in color. The whole prism of fabulous Cannon colors. See them at their purest and richest in Cannon luxury towels. Beautiful, blendable pastels. Dramatic, vibrant tones. Mix and match to your heart's content!

...in longer life. By actual test, Cannon luxury towels wear up to twice as long as less expensive towels. That's because of a finer, tighter, stronger weave that sails through years of wear and washing.

Insist on the Cannon Gold Label when you want the very finest. Complete decorator ensembles—bath towels, face towels, wash cloths, bath mats, finger-tip guest towels—see them soon at your favorite store!

Constellation	\$3.50
Suzette	\$3.50
Carnation	\$2.25
Duchess	\$2.75

All with matching face towels, wash cloths, terry and tufted bath mats



A PROUD FATHER, Faulkner spoke at the graduation of his daughter Jill (with cap) from Pine Manor Junior College, mingled amiably with other guests.

PART TWO OF A CLOSE-UP

BY

ROBERT COUGHLAN



The Man behind the Faulkner Myth

**'A LIFE'S WORK IN THE AGONY AND SWEAT OF THE HUMAN SPIRIT'
BROUGHT HIM FAME AND THE NOBEL PRIZE BUT NO PEACE OF MIND**

WILLIAM FAULKNER's work has often been compared with that of Honoré Balzac, who is thought by many to have been the most gifted novelist who ever lived. The comparison may or may not stand the test of time. There is at least a similarity in scope. Balzac set out to describe the France of his era, not simply aspects of it but as a social panorama, and his *Comédie Humaine* came as close to realizing that grandiose aim as perhaps it is possible to come in fiction. The world that Faulkner describes is not less complex. If its dimensions are smaller it is only because he has taken an imaginary Mississippi county as a literary device: it is the microcosm in which he has laid the story of the whole South, as seen from his peculiar point of view.

On the other hand, whereas Balzac created a tapestry in which every scene has a planned relationship to every other, Faulkner's work is less a tapestry than a *collage*, an assembling of many diverse and often seemingly

unrelated elements, put together by intuition as well as deliberate intent, until almost by accident the separate parts merge into a meaningful unity. If the separate items seem oddly proportioned, and the whole effect seems unstable and irrationally marked with gaps and protuberances, it is because of exactly this: Faulkner did not set out to do what he has done. It was not until he had written many stories and several books that it dawned on him that what he was writing was, in effect, one book—what he now calls "the book."

The discovery did not, however, cause him to draw up a Balzacian master plan. Trusting his intuition (sometimes wrongly) he wrote those stories which seemed to him at the time to have most interest and meaning, letting the *collage* grow, often doubling back in time to supply earlier episodes, to which existing episodes thus became sequels, leaving gaps to be filled someday, starting sagas and putting them aside to start others, brooding

over this private world, not so much its creator as the medium through which it was trying to be created. It has been a method eclectic, pragmatic, intensely private, and essentially poetic.

And it is as a poet (a kind of anti-Wordsworth) that he must be read. Just as his Yoknapatawpha County is not a literal place but a place in his mind, so his "plots" are not reportage but the subjective, and to that extent irresponsible, impressions that he has formed of the real region which Yoknapatawpha represents. In fact, he began as a poet, regarded himself as a poet during the first ten years of his career, and in becoming a novelist simply transposed the intent and much of the technique of poetry into the medium of prose.

The poetic talent, like a talent for painting or music or mathematics, probably is in-born, but the ways in which it manifests itself depend on circumstance. As related in *LIFE* last week, William Faulkner grew up in

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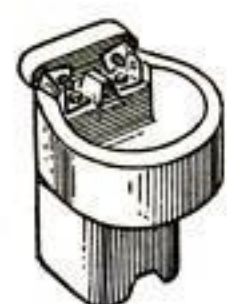
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A PILOT during World War I, Faulkner afterward kept up his interest in flying, bought a plane with his Hollywood earnings.

A BOHEMIAN during the early 1920s, Faulkner briefly sampled life of the Left Bank in Paris, where this photograph was taken.

FAULKNER CONTINUED

a region where the Civil War and its aftereffects were as fresh in memory as yesterday's news. The household was dominated by a dead great-grandfather, Col. William C. Falkner, Civil War hero, railroad builder, political leader, successful novelist, symbol (at least in his great-grandson's mind) of the finest flowering of that civilization which the war destroyed. Idealizing the past, repelled by the vulgarity and ruthless commercialism which seemed to him to have risen weedlike on its ruins, it was perhaps natural that he should be inclined to withdraw from reality. He began to write verses as an adolescent. At the same time other symptoms of poetic inclination set in: he became rather shy, dropped out of competitive sports, took less interest in his studies, avoided courses that did not interest him and as a result never did acquire enough credits to graduate from high school. He read a good deal, with no selectivity and no serious purpose, and spent the rest of his time mooning over his verses and strolling in the countryside. It was at this time, when he was 17, that he met the living person who was to have the most important effect on his career.

Phil Stone, then 21 years old, was a scion of one of the old families of Oxford (probably the De Spains of Faulkner's stories). His father, General James Stone, was a lawyer and a prominent political figure in the state. Phil had already graduated from the University of Mississippi and taken another B.A. at Yale. He was preparing to study law at Ole Miss before returning to Yale for a second law degree as well. This tandem education was the result not only of an extraordinary precocity but of his father's wish that he have the benefits peculiar to both a Northern and Southern education. Thus, by the time Phil Stone encountered Faulkner, he was a sophisticate who had traveled, who knew New Haven and New York as well as Oxford, Miss. and was, moreover, a man with a real enthusiasm for letters, particularly for poetry. When he heard that little Billy Falkner (the "u" in the name came later), of whom he had been casually aware before—the families were friends, but four years was a big difference in age—had developed into a poet, he was curious to see the result. So one Sunday afternoon at the Falkner house Billy got out the verses and Stone read them.

Stone remembers that he was surprised and, beyond that, excited. Not that the poetry really was very good, but, he says, "Anybody could have seen that he had a real talent. It was perfectly obvious." Forthwith he became Billy's literary mentor, and later on, as Billy grew up and the age difference faded, his closest companion and friend. The "influences" on a writer are hard to estimate, but certainly William Faulkner owes as much to Stone as any great writer has owed to any teacher, editor or friend.

To Billy's elementary and eclectic education Stone added at least the outlines of liberal knowledge, both orally (he has an oral gift and a memory that enables him to recite whole pages verbatim) and through reading courses in English and American poetry, classics as well as moderns, the standard English novels, as well as James Joyce's *Ulysses*, then known only to the avant-garde. Faulkner would read and then they would talk, with Stone doing most of the talking. Brilliant, facile, mentally and physically quick, he was a perfect complement to his taciturn, often morose younger friend, who for years accepted willingly the position of protégé.

It was not only literature they talked about. Stone, who had had



a severe childhood illness requiring that he spend several years in bed and lead a quiet life for several years thereafter, had developed an intense interest in the history of the old South and of the Civil War. Both grandfathers and numerous great-uncles and removed cousins had fought in the war; there was consequently a great amount of family lore about it, and to the sickly boy their adventures and those of Lee, Jackson, Forrest and the other leaders were vicariously his own. He grew up with this same romantic enthusiasm. And so the two friends also talked about the old South, the war (the old colonel and Major Philip Alston Stone, Phil's grandfather, both had fought under Forrest), its aftermath and the decline of one way of life and the rise of another. Again Stone was the teacher: for Faulkner, immersed though he was in family and local legend, had only a sketchy knowledge of the history of those years, and although his emotions were strong his ideas were unformulated. During long country walks with Stone, probably the whole Sartoris conception, and unquestionably the Snopes conception, began to take form in Faulkner's imagination.

By 1918 Stone had gone back to Yale for his second law degree. Faulkner, remaining in Oxford, had been trying to get into the Army Air Corps, but was turned down because he was too short. From Stone he learned that the RCAF wanted volunteers and that he could qualify by its physical standards. So he joined Stone at New Haven for a few months, sharing his rooms and working at the Winchester arms factory, meantime schooling himself in British mannerisms and a British accent in the mistaken belief that he would have to palm himself off as a British subject. In this improbable disguise he presented himself to the RCAF recruiting officers, who accepted him without asking his nationality. He was soon in flight training but the war ended before he was commissioned, a source of great disappointment to him. He had yearned for personal combat, for an opportunity to emulate those valorous actions of the legendary past.

What reality could not offer, imagination contrived. His stories of young Bayard Sartoris flying in France, valiant but (like all Sartorises) haunted and doomed, and some of his other war stories, such as *Turnabout*, are as vividly felt as if he had actually been on the scene.

Imagination has been equally resourceful in the personal legend that has grown up about William Faulkner. It is an accepted biographical item that he served with the Canadian Air Corps in France and was wounded in action. It is sometimes added that he was decorated for gallantry. Actually his commission was made effective only after he had returned to Oxford after the war. His wound consisted of a leg injury suffered when he and another cadet pilot got drunk on Armistice Day, stunted a plane over the field and landed upside down through a hangar roof.

Back in Oxford Faulkner continued to turn out poetry at a great rate. Then after a while, he began to write short stories with the practical object of making money to support himself while he wrote poems. Stone's secretary would type them and send them off, but they were invariably rejected, and they collected in a filing cabinet in the musty little red-brick building occupied then, as now, by the Stone law firm. Faulkner lived at home and thus had few expenses. For spending money he borrowed here and there, mostly from Stone, and then would do carpentry or house painting or some other odd job to pay his debts and have a little extra to keep going.

CONTINUED ON NEXT PAGE

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HOME-TOWN MENTOR, Lawyer Phil Stone, chats with Faulkner in his office in Oxford. Stone, now 60, encouraged and guided Faulkner's talents.

FAULKNER CONTINUED

By then Murry, his father, was working at the University of Mississippi ("Ole Miss"), which lies at Oxford's edge, and his job as secretary and business manager allowed him the free use of a house on the campus. Propinquity and the belated realization that an education could be useful to him as a writer combined to send William briefly to the university as a special student. He made good marks in French and Spanish but for the most part found himself disappointed by the higher learning. He dropped mathematics after a few weeks, failed in English and dropped that in his second semester and left school early in his second year.

After that he reverted to his previous activities, writing more poems and stories which collected at such a rate that finally they filled the filing cabinet in Stone's office. He worked at odd jobs, got drunk occasionally when he had the money, rode around with Stone in the latter's convertible during off hours and weekends and visited Memphis now and then (some of the great scenes in *Sanctuary* were a result). Often he lounged around the courthouse square listening to the oldtimers there, the farmers and hunters and stockmen, swap their stories of local characters and Indians and carpetbaggers and Negroes and famous hunts and how things were in the old days. The rural Mississippian has a storytelling genius, and Faulkner was collecting material that would turn up later in many stories.

Oxford's 'Count No'count'

MEANTIME he seemed to be getting no place, and his personal oddities were such that the town began to regard him not only as a loafer but as a sort of mild lunatic. He grew a beard, wore old dirty clothes and in the summer often went without shoes. He would appear at Mac Reed's drugstore on the square, his bare feet perhaps grimy from a long, solitary walk in the fields and woods, "hunker down" on his haunches by the magazine rack and read the latest periodicals, oblivious of the paying customers who came and went. Reed, whose dead younger brother had wanted to be a writer and who thus felt a sympathetic interest, never bothered Faulkner and periodically helped him with the loan of a \$10 gold piece, with the understanding that he would change it at the bank and later redeem and return it; and Faulkner always did so. His manner was equally peculiar: he might stand for hours gazing at the old courthouse, or walk about in the town in a distracted manner, lost in some impenetrable private reverie, seeing no one and replying shortly, sometimes rudely, if some old friend or former teacher spoke to him.

The town was used to expecting the unexpected from the Falkner family, who were famous for a self-assurance that made them oblivious to the opinions of others. The common explanation of William's behavior was, "It's the Falkner in him." On the other hand, the Falkners were proud, aristocratic and considered rather snobbish. For instance, when William enrolled at the university, Miss Maud had thought it necessary to outfit him with a dress suit. (This evidently had slipped Faulkner's mind later, when Random House, his New York publishers, bought him a dress suit to wear at the presentation of the Nobel Prize. "I'm just a farmer," Faulkner said then, "I never had on one of these monkey suits.")

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The anomaly that William presented was irresistibly a subject for humor, and the town wits soon invented a nickname for him—"Count No'count."

Except for Miss Maud, Stone was the only one who believed that someday he would be successful and famous. Faulkner himself, though endowed with at least a normal measure of the family trait of self-confidence which in his case sometimes seemed closer to arrogance, had begun to doubt that he was really cut out to be a writer, or at any rate that he would ever get recognition as one. Stone suggested that he try New York, where he might meet some editors and critics and be able to interest them in his work. Stark Young, the famous critic and novelist who had grown up in Oxford and had taught at Ole Miss, lived there. He had already interceded at Ole Miss to enable Faulkner to attend as a special student and could be counted on, through his literary connections, to be helpful in the big city. So Faulkner arrived and, accepting Young's invitation to stay with him, picked up odd jobs (one was washing dishes in a Greek restaurant) until Young was able to get him a job for \$11 a week clerking at Lord & Taylor's bookstore, which was managed by Young's friend Elizabeth Prall.

He made no headway in the publishing world. Six months later, hearing from Stone that the university postmastership was open and that he could have it (Judge Oldham, the family's former neighbor and father of Estelle, his wife-to-be, was a Republican and dispensed federal patronage), he came back home. He was not a success as a postmaster. The mail piled up, the hours of opening and closing grew vague, the records became confused or lost, the customers' complaints were met with silence or abuse while Faulkner drank, wrote poetry and took long walks. Stone used his political influence to keep him from being fired, but soon he yielded to popular opinion and quit anyway, with the comment, "Now I won't be at the beck and call of every son of a bitch who happens to have two cents."

Afterward he returned to his old life, taking on only enough odd jobs to keep in spending money. His uncle J.W.T. II remembers, still with a sort of mild astonishment, "He just wouldn't work." The postmastership had given him ample opportunity to work on his poems, however, and afterward Stone subsidized the private printing of a collection of them, Faulkner's first published work, called *The Marble Faun*. It received little attention and only a few copies were sold.

In New Orleans' Bohemia

STONE then had another idea. T. S. Eliot, Ezra Pound and several other native poets had made their reputations in America by first making them abroad, and he suggested that this might work equally well for Faulkner. The idea appealed to Faulkner, who was curious in any case to see the French battlefields, so in 1925 the two friends set off for New Orleans—Stone for a holiday, Faulkner to get a job on a Europe-bound ship. But such jobs were hard to find. Stone returned to Oxford, Faulkner stayed on. One day he learned that Elizabeth Prall was in town with Sherwood Anderson, whom she had recently married. Faulkner called on her and thus met Anderson, whose work he admired greatly (there are similarities between Anderson's *Winesburg, Ohio* stories and the stories Faulkner later did about Jefferson, Miss.). They became good friends and, according to Faulkner, this led directly to his first novel, *Soldier's Pay*.

"Sherwood and I used to walk around together and sit drinkin' and talkin' together until three or four in the morning," he has recalled. "He never did any work, as far as I could see. I'd tried a little writin' myself, poems and just amateur things, never worked much at it, but lookin' at Anderson I thought to myself, 'Bein' a writer must be a wonderful life.' So I disappeared for six weeks and the next time I saw Elizabeth she said to me, 'Where you been? Sherwood's missed you.' I said, 'I been writin' a book.' She said, 'Would you like for Sherwood to read it?' and I said, 'Not particularly. I know he's busy.' " Mrs. Anderson passed this information on to her husband who sent word back, according to Faulkner, that in return for this courtesy he would recommend the book to his publisher, Horace Liveright, who was expected to be in New Orleans shortly.

Liveright duly arrived, was told by Anderson about his "discovery," read the manuscript and agreed to publish it. Faulkner was elated. He settled into the life of the French Quarter, where Anderson presided over a little Bohemia of artists and writers, contributed to their official organ, *The Double Dealer*, and to the New Orleans *Times-Picayune* and wrote the text (William Spratling did the drawings) for a little book about the colony, called

CONTINUED ON PAGE 62

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FAULKNER CONTINUED

Sherwood Anderson and Other Famous Creoles. He also wrote most of his second novel, *Mosquitoes*, a satire on the dilettantes who cultivated the group. Both novels were in a sense potboilers: the first a disillusioned story of a war veteran who comes home to die of his wounds, a theme and treatment manufactured under the strong influence of the currently popular Hemingway-Dos Passos school; the second an awkward attempt at the sort of social comedy then being brilliantly produced by Aldous Huxley.



FAMILY, Mrs. Faulkner and Jill, appears in this picture taken in 1933.

Faulkner finally left for Europe in July, 1925, landing first in England, then taking a walking and cycling journey through France and the Low Countries. While abroad he received a \$200 advance on *Soldier's Pay* from Liveright, the first substantial money he had earned from 10 years of writing (he had sold a poem several years before to *The New Republic* for \$15). He was able to stay on for a while on that and to see parts of Italy and Switzerland.

By the time he came home *Soldier's Pay* had been issued. But its sales were poor. Later, when *Mosquitoes* was issued, it also was a commercial failure. Liveright, who had signed him to a three-book contract, repented his judgment and canceled it. In the meantime Faulkner had been able to sell a few short stories, but the pay was small. He had thought himself finally launched as a writer and now was bitterly disappointed.

In his third novel, *Sartoris*, he turned for the first time to some of the subjective and local materials that he would mine so deeply later. The hero, young Bayard Sartoris, is to some extent a projection of Faulkner's romanticized picture of himself, and both the old colonel and young colonel make their first fictionalized appearances. But the book was written with the somewhat desperate intention of popular success. Immature in style and content, it lodged in the vaults of Harcourt, Brace & Co. who showed little interest in actually publishing it.

It was under these circumstances that Stone finally proposed a new approach to the whole problem. Since Faulkner was not equipped or at least seemed not destined to be a "popular" writer, Stone urged, why not forget about trying to please the public and write simply for himself and for those readers of taste who surely would someday come along and recognize his talent? "I had in mind Flaubert," Stone has recalled. "Instead of catering to an audience he wrote for the ages, and of course the ages discovered him."

This noble purpose would be compromised often later on, one example, ironically, being in the Gavin Stevens stories (collected as *Knight's Gambit*) whose leading character was modeled considerably on Stone himself. But the immediate result of Faulkner's decision was a book of spectacular literary "purity," entirely without commercial intent and entirely drawn from his own deepest resources. It was *The Sound and the Fury*, a brilliant book, perhaps the most impressive he has ever written. But it is also the most difficult to read, with the first section the babblings of an idiot, the second the stream-of-consciousness impressions of a neurotic on his way to suicide, and only the last in easily comprehensible form.* It was published in 1929 by Harrison Smith after Harcourt had finally brought out *Sartoris* with neither financial nor critical success. *The Sound and the Fury* was an instant success with the critics. Although ignored by the public it accomplished what was now Faulkner's goal, to be admired by "the discriminating few," as Stone said, in the hope that their taste eventually would form the taste of the intelligent many.

This year also Faulkner was married to Estelle Oldham. He had been in love with her since boyhood, but she was two years older than he, which was one difficulty; his eccentricities and lack of

*Carvel Collins, professor of English at Massachusetts Institute of Technology, points out in a recent monograph that the structure of the book is "a systematic exploitation" of the passage in *Macbeth* from which the title comes, and that the three chief characters are in part meant to be symbolic of Freud's three levels of consciousness, the id, the ego and the superego. Faulkner himself refuses any explanation of any of his books, his usual comment when literary sleuths ask him whether he had such-and-such in mind being, "I s'pose so."

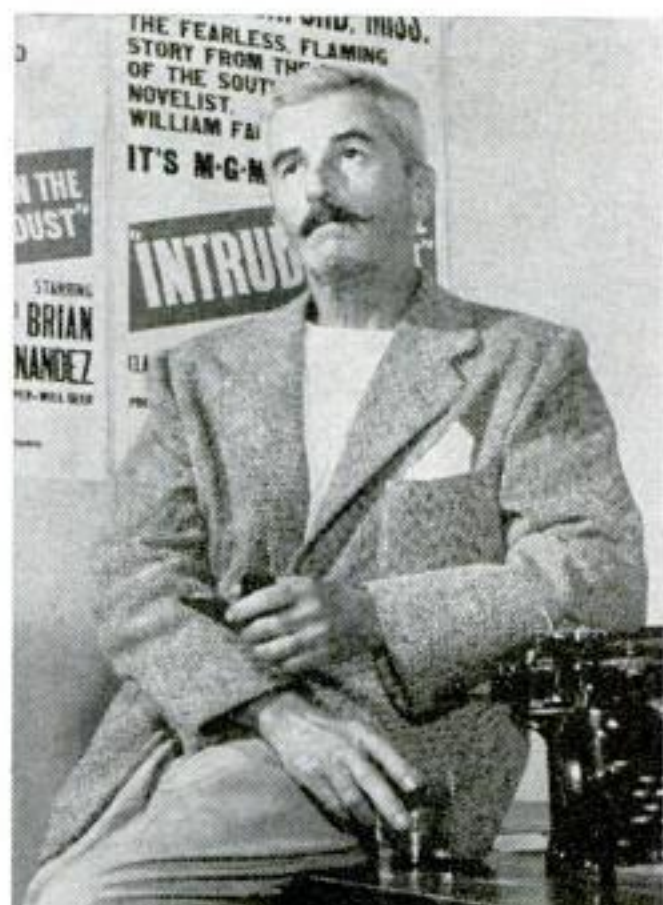
prospects were others; both families disapproved. Finally she had married a lawyer named Cornell Franklin, who took her off to live for a while in Honolulu and later in Shanghai. Then in 1927 she had divorced him and come home with her two children, a boy and a girl, to live with her family in the old home on South Lamar Street. Faulkner soon was paying court to her again. He still had no money (in fact he had to borrow his part of the wedding expenses), but she had a small income, and with four books published, a fifth, *As I Lay Dying*, nearly finished and his demonstrated ability to live as a jack-of-all-trades this did not seem too great a hindrance. They were married in the College Hill Presbyterian Church and moved with the two children into a small apartment. Faulkner took up the awkward role of husband, father and good provider.

As I Lay Dying was finished—Faulkner says that he wrote most of it on the back of a wheelbarrow in the university powerhouse, where he was firing boilers—and proved, like *The Sound and the Fury*, to be a critical success but a poor money-maker. Then came *Sanctuary*. Faulkner himself has said of it that it was "a cheap idea . . . deliberately conceived to make money." Considering both the book and his personal situation, that is easy to believe. On the other hand, the idea had been in his mind for a long time; it was something that he wanted to do and he took it seriously, at least in part, when he was writing it. The result of what probably were mixed motivations was a mixed book, part wonderful, part trash.

It was a tremendous popular success. Faulkner spared almost no details in developing the highly sexed plot and the public stampeded to buy it. With one stroke he was famous. Magazine editors wrote to him, Hollywood wanted him. He and Stone sat back in amazed delight—but only momentarily. Then they opened the filing cabinet, the old manuscripts were dusted off and retyped, with a large price in the upper-right corner of each title page, and sent off to the same magazines that had rejected them before. The money poured in. With \$7,000 of his profits Faulkner bought the old Colonel Shegog house and began the long and loving process of restoration, doing much of the work himself. He also bought an airplane, and there was money left over for gas and plenty for whisky. Finally the money ran out, and in 1933 Faulkner accepted an offer to go to Hollywood to work on the screen play of *Sanctuary* (*The Story of Temple Drake*). He would go back many times after that, whenever he was in a similar position, as recently he has come to New York to pick up easy money in television, putting his talent in escrow for a necessary period.

Faulkner had invented Yoknapatawpha County and Jefferson in *Sartoris*, and in the subsequent three books had filled in many geographical and historical details. The rest of his career has been devoted largely to an exploration of that not entirely mythical domain. Probably even by 1930 he had no clear purpose about it, no "grand design." He wrote, as he says, about whatever seemed interesting to him. But again and again he was pulled back by his fascination with his native locale; and as he learned, and remembered, and imagined, and dreamed more about it, the physical and social geography took form in many short stories and five more novels and two novelettes, besides a book of poems and various stories on other themes. The major works were *Light in August* (1932), *Absalom, Absalom!* (1936); *The Bear* (1942), *Old Man* (published as half of *The Wild Palms*, 1939), *The Hamlet* (1940), *Intruder in the Dust* (1948) and *Requiem for a Nun* (1951).

His own life during these two decades varied little from year to year. He was a kind and gentle if erratic father to the two Franklin children, and told them and their friends stories just as he used to entertain his own playmates. For a time he was scoutmaster of a local Boy Scout troop but was forced out by the Baptist minister because of "his books and drink." He and Estelle had a child which died in early infancy, but then there was another, their daughter Jill, and Faulkner became devoted to her. The house itself was a constant interest, and its large grounds and adjoining pasture land soon supported horses and dogs, so that with its



FILM WRITER Faulkner posed for this movie publicity picture in 1950.

Too Fat?

Joan Caulfield Has News For You!



Joan Caulfield, at her Hollywood home. "Whenever I step on the scales and don't like what I read, my first thought is Ayds," says Joan.



Here we see Joan checking her calendar. "My friends all agree that Ayds is the natural way to a good figure," says Joan.



Ayds has helped many famous Hollywood stars to a lovelier figure. It can do the same for you! Ask for it at your drug or department store.

**Guaranteed—
A Lovelier Figure with
the Very First Box!**

No Drugs . . . No Diet . . . Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box (\$2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat the foods you like.

No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. It contains no drugs or laxatives.

New Loveliness in a Few Weeks. Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan.



On Hunting Trips, Vacations, Picnics, Coleman Means Easy Meals, Quick!



Saves On Food Costs, Too!

You are always sure of good, hot, "home-cooked" food in a jiffy wherever you go with a Coleman Camp Stove along. And for lots of brilliant light in camp at night its the Coleman Floodlight Lantern, of course. They both mean more fun on every kind of outing.

Coleman Folding CAMP STOVE Floodlight LANTERN

Enjoy appetizing, "home-cooked" meals anywhere, anytime—and at a saving in food costs. Add to the fun of outdoor living with the Coleman Camp Stove that cooks like your gas range at home. Lights instantly. Easily regulated. Carries like a suitcase. 2 and 3-burner models. Ask your dealer for a demonstration.



Brighten your night-time picnics, hunting, fishing and vacation trips with the famous Coleman Lantern. Floodlights 100-ft. area. Sturdy, compact, lightweight. Lights instantly. 8 to 10 hours service from one filling. Safe; stormproof. Easily attached Coleman Reflector makes it a high-power spotlight. See it lighted.

NEW Coleman Folding Picnic Table and Carrying Case means easier, cleaner meals outdoors, off the ground away from bugs and other uninvited guests. All steel construction. Sets up in a jiffy on strong legs. 26 1/4-in. high. Big, smooth, green enameled top; 28-in. square. Ideal space for preparing food, playing cards and general utility use around home. Folds into carrying case with legs and four folding stools inside; plus extra space for eating and cooking utensils. See all three Coleman "Outing Pals" at your dealers.



New Outdoor Book Free—Written by famous outdoorsmen. Contains hundreds of tips for more fun on all outings. Mail coupon for your free copy.

The Coleman Company, Inc., Wichita 1, Kansas

MAIL COUPON TO

The Coleman Company Inc., Dept. 204-U, Wichita 1, Kansas

Please send me my free copy of the new Coleman Outdoor Book on "How to Have More Fun on Every Outing."

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Address _____

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FAULKNER CONTINUED

Negro staff it soon took on the old aspect, dimmed and diminished to be sure, of baronial plantation life. The Faulkners entertained rather often, mostly members of their respectively large families, but there were also friends from town. And they went out, sometimes to Cousin Sally Murry's (Mrs. Bob Williams) farm, where there was good fishing and swimming in the pond and usually a fish fry at night around a big fire, with Faulkner leading the singing of *Water Boy* or perhaps scaring the children with ghost stories.

In the fall there was hunting. In the spring and summer there was all the activity of the farm. Bought 17 years ago with money earned from Hollywood, it lies on Pusscuss Creek, 16 miles north of Oxford. Faulkner has formed the belief that the farm has made him independent of any other source of income and often says, "I'm not a literary man. I'm just a farmer who likes to tell stories." Actually it is marginal land and barely supports the tenant family who operates it. However, Faulkner has always taken a great interest in it, likes to string wire, dig postholes and plan the crops, and the illusion of being a working farmer evidently gives him great satisfaction.

He and Stone continued to be good friends, but as the years went by their interests became increasingly divergent. Stone married Emily Whitehurst, an English teacher at the university high school. "Miss Emily" was herself ambitious to write fiction; and Stone, believing, as he has said, that he had contributed as much to Faulkner's development as he could, naturally felt a greater interest in her work. He was busy, moreover, becoming one of the state's leading lawyers and in time the president of the Mississippi State Bar Association and a member of the House of Delegates of the American Bar Association. Finally there was little left of the earlier literary relationship. Besides being absorbed in the personal activities mentioned, Faulkner was no longer inclined to take Stone's advice, even if he had given it. He had come to maturity as an artist, was fully aware of his powers, and in his determination to write for himself and "the ages" (with time off for commercial writing) had become impervious to suggestion from any source. He might listen politely if an editor complained that a passage was too involved—and they often became so involved and so tangential in thought as to be incomprehensible—but he would rarely change a word.

Success—and escape

THUS in maturity the Count No'count of earlier years had become, at least in many outward manifestations, a substantial citizen: landowner, husband and father, a success in his profession. Yet, as his work shows, his personal vision of life was not modified. With "cosmic pessimism," as it has been called, he continued to paint the Yoknapatawpha landscape in bloody and somber colors, filling it with vignettes of depravity, bringing his characters almost invariably to a tragic end. At the same time he became progressively more withdrawn, as if sealing himself and his vision from any possible contamination. Fame brought attention from the world—from editors, critics, other writers, admiring readers, curiosity seekers—but having wanted exactly this and having attained it, he now vehemently rejected it and became inaccessible except to a few friends. He still appeared in the town, usually to sit on a bench on the courthouse square and listen to the endless gossip and reminiscences that went on there, or perhaps to lean against the mailbox on the First National Bank corner (the young colonel's bank) and, puffing on his pipe and speaking only if spoken to, gaze for an hour or two at the courthouse and the town life that eddied around it. But he was as abrupt as ever in his ordinary manners, icy in the face of any attempt at familiarity while at the same time, among people he liked, he could be extraordinarily thoughtful, courteous and warmhearted.

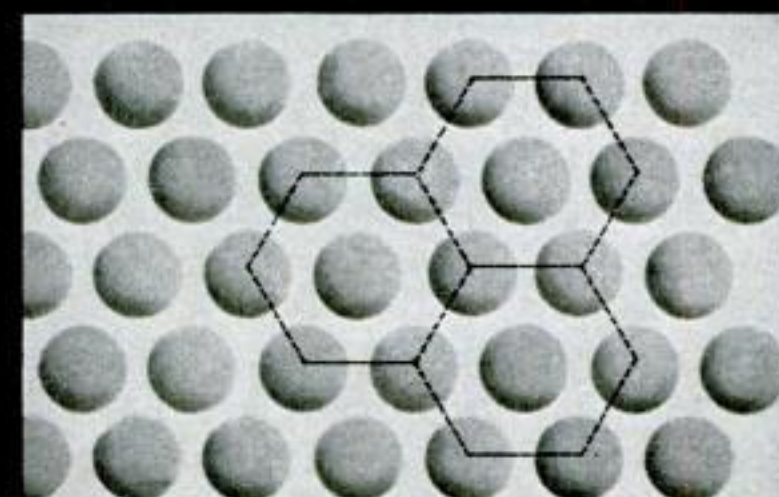
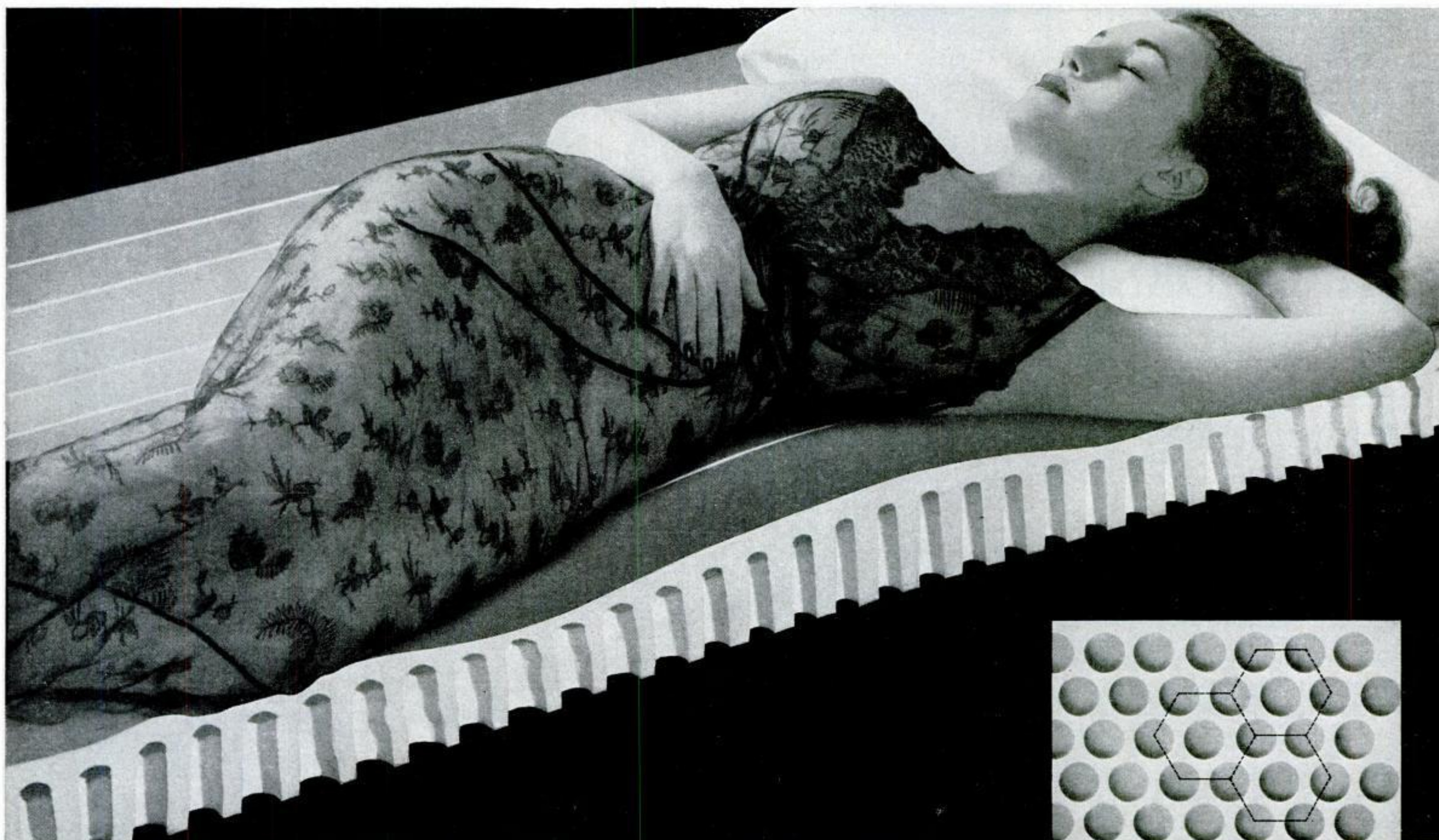
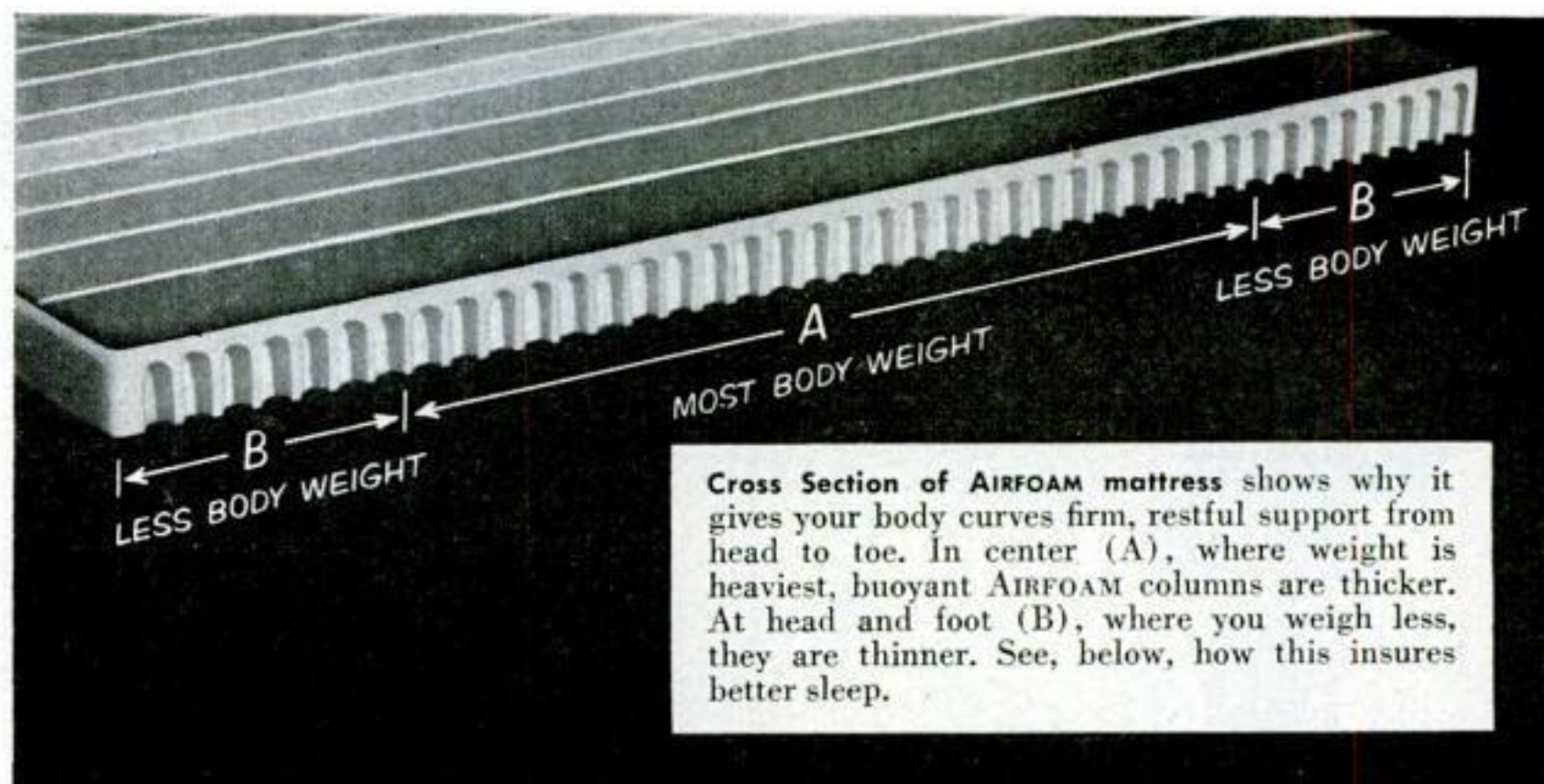
The town paid little attention to him. There was an awareness that his books were well thought of by professors, "northern high-brows" and foreigners (especially in France, where he was considered the greatest American writer). But so far as the books were known among the citizenry, and *Sanctuary* was the only one that was well known, they were considered unreadable, scandalous and a libel on Oxford and the South. The church ladies might feel pity for Miss Maud (though never to her face, for Billy was still "the light of my life") and the businessmen were resentful that the town's name was so often mentioned in connection with Faulkner's, but he was like a splinter lodged deep in the skin, long since healed over and only occasionally annoying.

The taciturnity, the contemplation, the appearance of aloof and unheeding purposefulness disguised a conflict whose nature he confided to no one but of such intensity that he was driven to

CONTINUED ON PAGE 66

MOST MATTRESSES LOOK ALIKE
—so to be sure of deep
sleep and restful support, ask

What's Inside?



"Honeycomb" core pattern assures longer wear. This underside view of an AIRFOAM mattress shows how the air-cores are molded in a honeycomb pattern. This unique Goodyear construction keeps your AIRFOAM mattress in shape, adds years of extra life.

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AMERICA'S MOST LUXURIOUS MATTRESS

Englander Mattress of Goodyear's
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Heavier AIRFOAM columns give firm support— just where you need it most! The thinner columns gently cradle your lighter extremities. This special weight-balancing design relaxes tensed muscles, literally floats you off to dreamland!

Millions of air cushions add heavenly comfort. In every cubic inch of AIRFOAM there are more than a half-million buoyant air cells. They billow up to fit each curve and hollow—ease tension, give you truly healthful and refreshing slumber.

Cool, no turning! AIRFOAM has no offensive odor, stays plump, sweet and airy, *never needs turning!*

Ideal slumber-mate for Englander Red-Line Foundation! When you top the dual-spring layers of Englander Red-Line Foundation with AIRFOAM, the world's finest cushioning, you have the ideal sleeping combination. So ask **WHAT'S INSIDE** any mattress—and be sure the answer is AIRFOAM. Goodyear, Airfoam Dept., Akron 16, Ohio



Airfoam MADE ONLY BY
GOOD YEAR

THE WORLD'S FINEST CUSHIONING

Red-Line—T. M. The Englander Company, Inc., Chicago

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



She's the sort of woman who makes people exclaim:

"HOW YOUNG SHE LOOKS!"

Something may give her age away. An almost-grown daughter. Her laughing admission she graduated from college twenty years ago. But her attitude smooths the years away. She's vitally interested in things that interest "young people." She's alert and alive and wonderful.

And of course she chooses modern things for her own personal use, especially at those "trying times of the month." She uses Tampax sanitary protection, for example, because everything about it appeals to her. It does away with belts and bulky pads—it's easily disposed of—user's hands need never even touch it. Because it's worn internally, odor can't form. It can't even be felt, once it's in place.

Invented by a doctor and made of pure white surgical cotton, Tampax is compressed in applicators for easy insertion. Available at drug and notion counters in 3 absorbencies: Regular, Super, Junior. Month's supply goes in purse; economy size gives 4 times as much. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

LF-5-103-W

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____



CAMPING COMPANIONS Red Brite, Faulkner, Ike Roberts, Bob Evans and John Cullen (back to camera) gather for talk of their annual hunting trip.

FAULKNER CONTINUED

escape. His alcoholic holidays from reality as he saw it or felt it became a necessary fixture of his life, and they produced violence; but generally they were as unobtrusive as his normal behavior. He would supply himself with whisky and, after a period of elation, retire to his own bed, drinking until sleep or coma set in, drinking again when consciousness returned, until days and nights had passed and slowly he returned to the world. At such times his friends and relatives would come and sit with him, taking turns so that he always had attention and care, as with a man suffering any other serious illness.

In the later of these years, moreover, there was a slackening of creative energy, so that there was a full decade between the appearance of *The Hamlet* and his next novel, *Intruder in the Dust*. He was by no means unoccupied, for he was writing short stories during this time and working on a novel. (The novel, recently finished but not yet published, is a symbolic story of the Crucifixion, and Faulkner has spoken of it as the most important work of his life although it has nothing to do with Yoknapatawpha.) Nevertheless the almost ferocious productivity of the years around 1930 had no later parallel. In his own analogy about writing—"it's like ridin' a horse. A man may feel like ridin', so he goes out and rides, and then he may not feel like it for a while. Sometimes I don't feel like ridin' the Pegasus of his peculiar imagination. He did not feel like it—or could not. This relative impotence was perhaps not only an effect but a cause of alcoholic escape.

After *Sanctuary* he had never written a popular success. Among the critics, the highbrows, the "literary people" for whose opinions he professed not only indifference but contempt, he was treated usually at his self-assessed value, as a genius (in some cases, as a would-be genius). His literary failures and imperfections aroused bewilderment, anger and sometimes ridicule, depending on the occasion and the critic. With the long hiatus between books the impression grew that he had spent his best talents. By the middle 1940s he seemed somehow a figure from the past, a major figure to be sure, one whose influence was felt throughout contemporary literature and had inspired a whole school of imitators, but whose significance, like Scott Fitzgerald's, was largely historic. All of his books except *Sanctuary* were out of print, and it is an index of what was thought of their future prospects that his publishers had contributed the plates to the scrap metal drive during the war.

The Nobel Prize

IN 1945 Malcolm Cowley set out to edit a selection of Faulkner's works to be published in one volume. He found that many of the books were unavailable even at secondhand stores. Faulkner himself did not have a complete set. But Cowley managed to get one together and did his *Portable Faulkner*, including a down-to-earth preface and helpful explanatory notes. Faulkner gave his cooperation and approved the preface. It was the first time that a critic possessing both intelligence and an audience had taken the trouble to appraise Faulkner's work as a whole and the first time that the public had been offered a safe and pleasant excursion through the labyrinthine jungle of his prose. The book attracted

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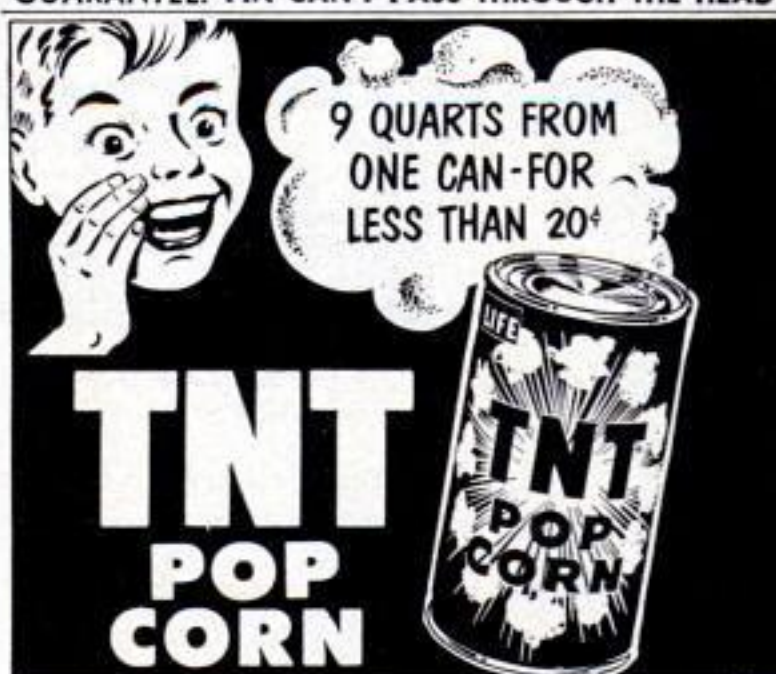
There's no comforter like 'Chap Stick' when tender lips are parched or chapped and sore... so soothing, so refreshing, so easy to apply.

'Chap Stick' is the only antiseptic lip balm—it protects—while it soothes. Used by millions—young and old, because it's specially medicated—brings sure, fast, long-lasting relief. Carry 'Chap Stick' in your pocket, wherever you go. And be sure to buy a personalized* 'Chap Stick' for every member of the family.



ALL HANDS THAT WORK need
Chap-ans
The hand cream made for men
Penetrating, extra soothing, antiseptic. Quick relief for chapped, cracked, work-sore hands.
In generous man-sized tube. At druggists.
CHAP STICK CO., LYNCHBURG, VA.

A GOOD POINT TO REMEMBER!
SAFTHED THUMB TACK
Extra Metal Cap for Extra Protection
GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



If you own a Schick or Remington Electric Shaver...

Get a closer shave and greater comfort! Prepare your face before you shave. In just 3 seconds Letric Shave:

1. Evaporates sticky, razor-clogging perspiration.
2. Lubricates the skin for more comfortable shaving.
3. Softens your beard for closer shaves.

Use Letric Shave with any shaver. 49¢, no U.S. tax, for eighty shaves.



Free month's supply! For a generous sample of Letric Shave write: J. B. Williams Co., (LL-20), Glastonbury, Conn.

When colds strike...

There's wonderful security in knowing that what you use to relieve suffering of colds will do everything you want it to do—safely and effectively. That's why year after year, more and more families depend on Vicks... And why you will find these five specialized Vicks medications just what you need to bring timely relief.



VICKS VAPORUB

World-favorite family home remedy for suffering of colds. Effective as a rub or in steam. Its special penetrating, stimulating action helps break up congestion, relieve coughs of colds, soothe away irritation. As wonderful for children as for grown-ups.



VICKS VA-TRO-NOL

Specialized nasal medication that relieves head-cold stuffiness and congestion. Quickly "opens up" a cold-stuffed nose, makes breathing easier. Available in two forms: Regular Vicks Va-tro-nol and new Mild Vicks Va-tro-nol for children and adults who prefer a milder-feeling nose drop.



VICKS MEDI-TRATING COUGH SYRUP

New discovery for coughs of colds. Named Medi-trating—because it medicates as it penetrates to bring relief. Helps break up congestion. Every spoonful taken as directed builds up more and more relief!



VICKS MEDICATED COUGH DROPS



Famous Vicks flavor or New Wild Cherry. Same effective medication... same wonderful relief for coughs of colds. Both medicated with the throat-soothing ingredients of Vicks VapoRub.



VICKS INHALER



Just a whiff makes cold-stuffed nose feel clearer in seconds. Use anywhere, anytime, for greater breathing comfort.

Vicks, VapoRub, Va-tro-nol and Medi-Trating are registered trademarks of

VICK CHEMICAL COMPANY
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WOW! IT'S
UP AGAIN!

Now
OVER

159

MILLION

VICKS

~~117~~

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Over 159 million reasons why you can depend on Vicks to relieve suffering of colds. Use the Vicks specialized medication made to suit your needs

VICKS... World-Leading Colds Specialists

Sarong®
BRAND GIRDLE

.... The girdle
that
walks
and
won't ride up!



Famous Sarong's exclusive, patented criss-cross front gives complete freedom, yet flattens the stomach. Sarong is lightweight, boneless, with long-cut back and side for thigh control. No thigh bulge—not a bit—even when you sit.

Zipper, pull-on, 8 panel and Hi-Top styles. Sizes 24 to 40 for all figure types. At all good stores, **7.95 to 15.00.**

Sarong Jr. small, medium, large, 5.95, packed in this gay-colored box.



If you can't find SARONG in your town, write us and we'll tell you where you can buy it.
I. NEWMAN & SONS, INC., 200 Madison Avenue, New York 16, N. Y.
In Canada, SARONG Girdles by Dominion Corset Co., Ltd.

GIRDLE PATENT NO. 2445322 • TRADEMARK REGISTRATION WORD SARONG NO. 553826

FAULKNER CONTINUED

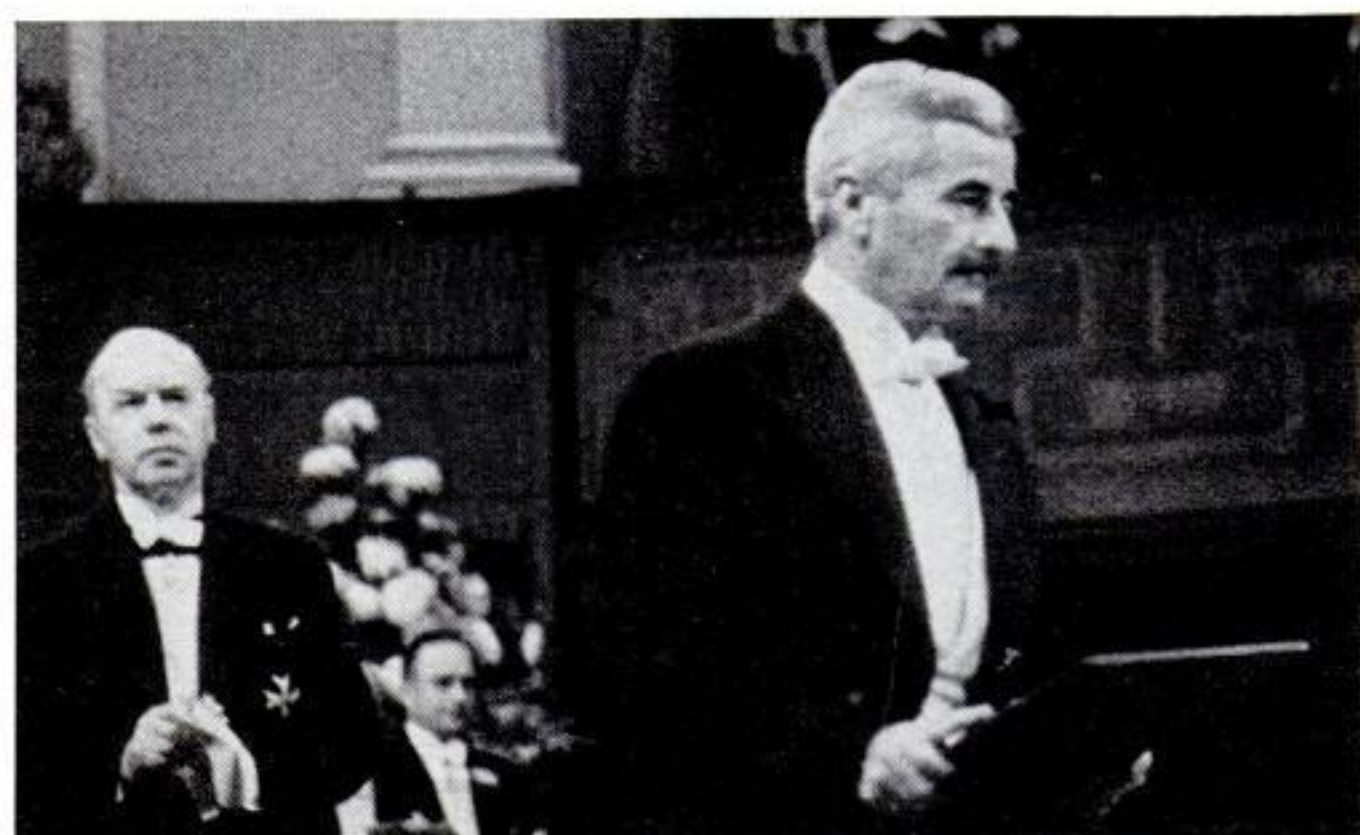
a great deal of attention. Indeed, although literary "revivals" ordinarily are reserved for the honored dead, it perhaps is not too much to say that Cowley "revived" Faulkner in the general awareness of his own countrymen. At about the same time Jean Paul Sartre and his followers, identifying his "cosmic pessimism" with their own "existentialism," gave him a fresh vogue abroad, where his prestige had remained high.

Four years later, on a November afternoon, Faulkner was liming a field when the news came that he had been awarded the Nobel Prize. Estelle ran out from the house to tell him. He seemed pleased. At any rate, he stopped work long enough for a brief celebration with her and Jill and the help. Then he went back to his liming. That night he and Estelle held open house. Friends and relatives swarmed in to congratulate him. He received them courteously and even with some evidence of pleasure, but there was a contemplative look about him which soon was explained. He had decided not to go to Stockholm to receive the prize. Urgent calls from the Swedish ambassador and the U.S. State Department did nothing to change his mind. At last it was Jill who did so. Every young girl ought to have the chance to see Paris, Faulkner commented, and he decided he would not deny Jill the trip. Then, a few days later, he took off for his annual hunting trip.

He was returned some time later in an alcoholic state, and relays of friends and relatives began the process—now an extraordinarily tense one—of "setting" with him, hoping the cycle would run its course in time for the scheduled departure for New York and Stockholm. Then Faulkner, reviving enough to take an interest in the calendar, announced, "I'm goin' to drink for two more days." At the end of the second day he stopped. Pale and shaken, he was able to leave with Jill at the appointed time. Stone was there to see him off and cautioned him, "Now Bill, you do right." Faulkner glared and retorted, "I'm so damn sick an' tired of hearin' that! Everybody from the Swedish ambassador to my Nigrah house-boy has been tellin' me to do right." The trip was made without any further difficulty.

At the presentation ceremonies Faulkner's distinguished appearance and dignity of manner, as well as the eloquent simplicity of his acceptance speech, made an excellent impression. Afterward the speech was reprinted widely. In the context of Faulkner's life and life's work—"a life's work in the agony and sweat of the human spirit," he said—one passage in particular is of interest: "I believe that man will not merely endure; he will prevail. He is immortal . . . because he has a soul, a spirit capable of compassion and sacrifice and endurance. The poet's, the writer's duty is to write about these things. It is his privilege to help man endure by lifting his heart, by reminding him of the courage and honor and hope and pride and compassion and pity and sacrifice which have been the glory of his past."

On his return the town wanted to honor him, to do something to show it appreciated the honor that had come to it through him. At the chamber of commerce lunch Sykes Haney, the Chevrolet dealer, hit on what at first seemed a happy thought: to change the civic slogan on the water tower from "Oxford, home of Ole Miss" to "Oxford, home of Ole Miss and William Faulkner." But Bill Griffin, secretary of the Ole Miss Alumni Association, rose to object that there is a difference, after all, between a great institution and an individual. Finally it was decided to have a fish fry and invite him as the guest of honor. This invitation was forwarded to Faulkner, who very courteously accepted.



WINNER OF NOBEL PRIZE, which brought award of \$30,000, Faulkner made a fine appearance and a distinguished speech at Stockholm ceremonies.

soft... fleecy...

Nitey Nite sleepers

costume your space-scouts
for dreams

Thread for thread...dollar for dollar...no better sleeper was ever made to cozy your starlets. Soft, fleecy *Nitey Nite* sleepers, expertly knit of pure cotton, are Perry-ized. Normal washing cannot shrink a *Nitey Nite* out of fit and every gay songbird color is absolutely sudfast. All important seams are 9-thread sewn. Snug sweater-cuffs hug little wrists; provide four-inch adjustable sleeve-length. Little toes stay warm and comfy in *Nitey Nites'* bootee feet; double

soled for extra warmth and wear. You want the best for your darlings—buy the sleeper that wears this label . . .

NITEY NITE
SLEEPERS.
PERRY, N. Y.

Two-piece style, sizes 00-4. Three-piece set (extra pants) same model, sizes 00-4. One-piece style, sizes 4-8. Pajamas, (without feet) sizes 4-14.



JACKIE GLEASON says -

"Mmm-BOY! New NESCAFÉ
IS GOOD COFFEE!"

LOOK FOR
THIS DISPLAY
AT YOUR
GROCERS!

FINISH JACKIE'S JINGLE

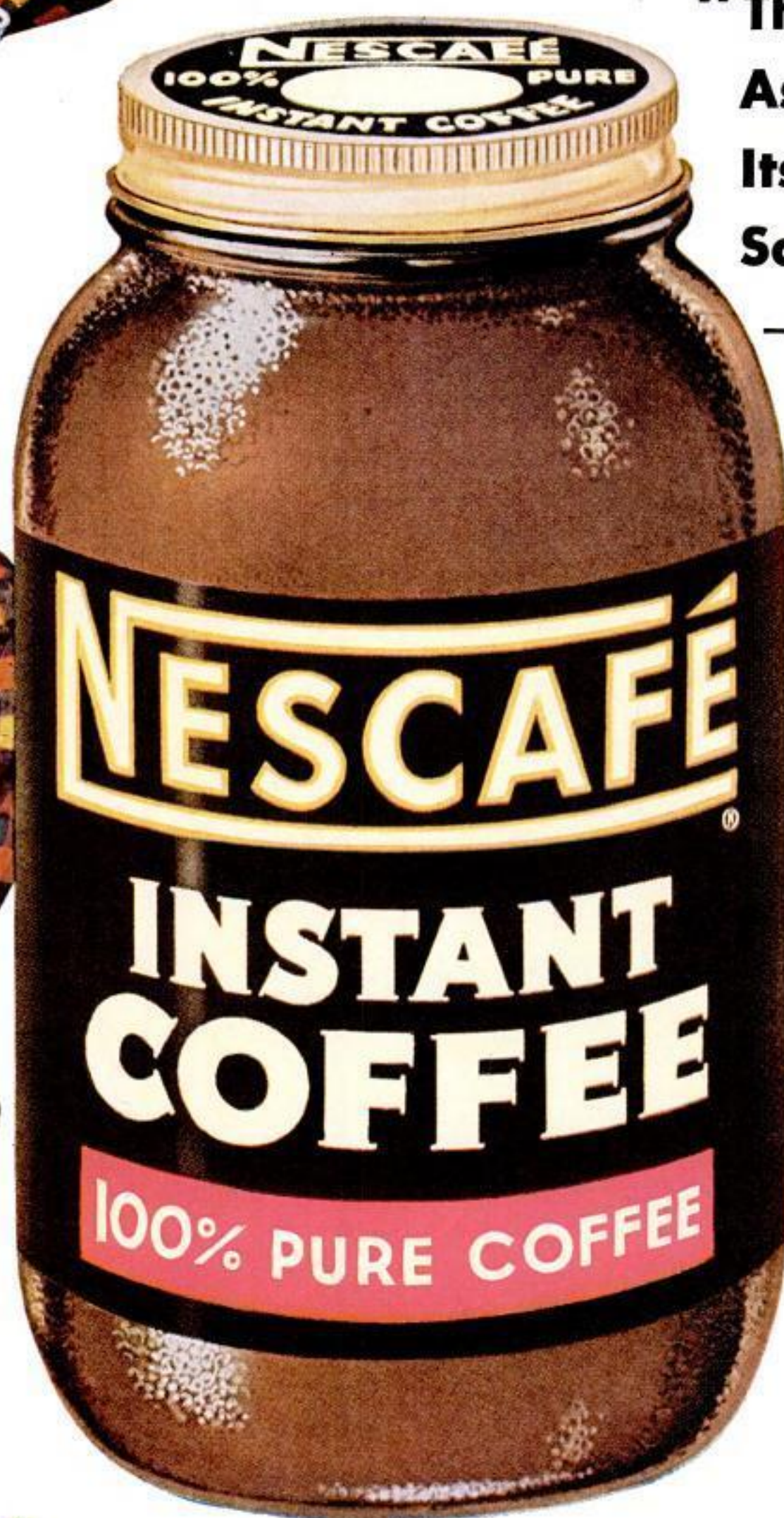
"There's no other coffee today
As good as the new Nescafé
Its flavor beats ground
Saves money per pound !"

\$35,000⁰⁰

**CASH
PRIZES**

for winning last lines!

*First Instant
Coffee to Guarantee
You'll Get Better Flavor,
Cup after Cup, Than
With Ground Coffee!*



WATCH "MR. SATURDAY NIGHT" HIMSELF
EVERY SATURDAY NIGHT ON THE

JACKIE GLEASON SHOW

FOR NESCAFÉ—CBS-TV NETWORK

(See your local paper for time and station)

Try the New Nescafé Today!

WIN! \$35,000.00

in Cash Prizes in the **NESCAFÉ**® Instant Coffee

"JACKIE GLEASON JINGLE CONTEST!"

GRAND PRIZE

\$10,000.00 CASH

**EASY! FUN!
JUST FINISH
JINGLE—**



TEN THOUSAND DOLLARS CASH

plus 1105 other valuable cash prizes, for winning last lines to Jackie's Jingle! Read the jingle over several times. Memorize it, so the words and rhythm are firmly fixed in your mind. (This will help you think up winning ideas even while you're working around the house.) Then, simply write your own last line to the jingle, making sure it rhymes with "today" and "Nescafé". A sample line would be: "It's made the new 'Jet Process' way!" But you can think of many more than that. So get Nescafé, and start right in today. Just a few minutes' time may win you crisp, crinkly cash. And besides, you'll experience the wonderful taste thrill of drinking new Nescafé 100% Pure Instant Coffee!

*Drink New NESCAFÉ Instant Coffee—
To Help You Get Ideas For Winning
"LAST LINES"*



NOW, by the magic of a new "jet process"—pure, liquid coffee is exploded into millions of rich gems of Nescafé 100% Pure Instant Coffee. Gems so extra coffee-rich, so flavor-packed with pure coffee goodness, that cup after cup with new Nescafé you actually enjoy richer, heartier flavor than any ground coffee gives you! Yes, guaranteed better flavor, or your money back!



Enjoy this first of all instant coffees to taste so delicious, so satisfying in every way! And discover, as you use it, that you save up to 25¢ a pound over ground coffee by drinking new Nescafé 100% Pure Instant Coffee!

*Follow
These
Easy
Contest
Rules*

1. Write a last line to the jingle appearing elsewhere in this advertisement, making sure the last word in your line rhymes with the words "today" and "Nescafé". Use entry blank at right, or plain paper, or get free entry blank at your dealer. Be sure to print your name and address and your dealer's name and address on entry. Print your name and address on envelope as well.

Nescafé Instant Coffee. Be sure to use adequate postage.

3. Prizes consist of a \$10,000 Cash Grand Prize, and 1105 other cash prizes as listed elsewhere in this advertisement. All entries will be judged by The Reuben H. Donnelley Corporation on the basis of sincerity, originality and aptness of the thoughts conveyed by the last line of the jingle. No extra consideration given to fancy entries. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be the original work of contestants, submitted in their own names. All members of a family may compete, but only one prize will be awarded to a family. All

entries become the property of The Nestlé Company, Inc., and will not be returned. Contest is subject to Governmental regulations.

4. All entries must be postmarked on or before midnight, November 15, 1953. Anyone in the 48 United States and District of Columbia may enter except employees of The Nestlé Company, Inc., its subsidiary and associated companies, its advertising agencies, and members of their immediate families.

5. All winners will be notified by mail. Complete list of winners will be sent to all entrants upon completion of contest.
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5 SECOND PRIZES \$1,000.00 EACH

100 THIRD PRIZES \$100.00 EACH

1000 ADDITIONAL PRIZES \$10.00 EACH

1106 Valuable Prizes In All!

FREE ENTRY BLANK-CLIP TODAY!

NESCAFÉ—JACKIE GLEASON JINGLE CONTEST
P. O. BOX 90, NEW YORK 46, N. Y.

Here is my entry. I enclose 1 complete paper inner seal used to seal the top of either size jar of Nescafé Instant Coffee.

**"There's no other coffee today
As good as the new Nescafé
Its flavor beats ground
Saves money per pound**

.....!"
(PRINT your last line here)

NAME

ADDRESS

CITY ZONE STATE

MY DEALER WHO ASSISTED ME IS:

NAME

ADDRESS

IMPORTANT: Be sure to list dealer information above.
CONTEST CLOSING NOVEMBER 15, 1953



Firing THE OLDSMOBILE Starfire

And Factory Equipment On
Every Oldsmobile Since 1911



The fabulous Starfire, Oldsmobile's experimental "laboratory on wheels," is the last word in daring new design. Its 200 h.p. "Rocket" engine has a compression ratio of 9 to 1 — much more punishing to spark plugs than the average engine — yet ACs, because of their patented CORALOX insulator, perform perfectly in the Starfire!

CORALOX — the greatest spark plug development in 40 years — resists the formation of oxide and carbon deposits far better than any previous insulator.

These deposits can drain away a portion

of the sparking energy, causing the plugs to miss intermittently, especially when power is increased to pass another car on hills or the open highway.

This intermittent miss can cause —

- UP TO 10% LOSS OF HORSEPOWER
- A WASTE OF AS MUCH AS ONE GALLON OF GASOLINE IN TEN

Regardless of the make or model car you drive—you can be sure of full power and full gas mileage from your spark plugs if you insist on ACs—the only spark plug with patented CORALOX insulator!

Original Equipment on Nearly as Many
New Cars as All Other Makes Combined

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

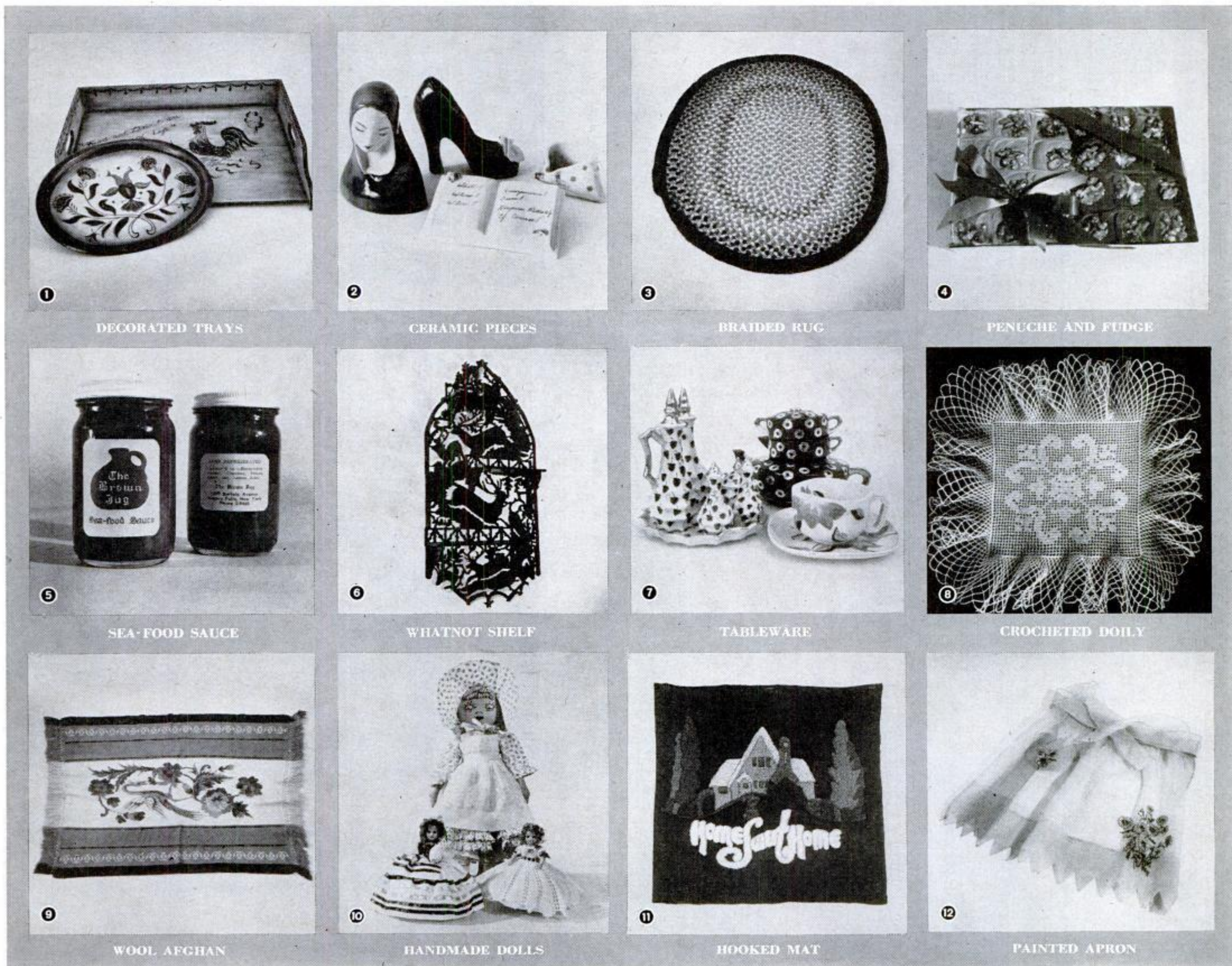
HOMEMADE AND HOPEFUL

New York's Small Business Clinic helps women market their spare-time products

When a woman bakes the best bread in her neighborhood, or braids rugs that are the envy of her friends, or has a green thumb that makes herbs flourish, sooner or later someone is going to suggest that she market her product and make some money. The idea is attractive but the average woman does not know how to start. To help her, the New York State Department of Commerce has for several years run a Small Business Clinic for women. They bring their products to the clinic, get expert criticism and practical advice, learn how to package and sell their wares.

Thirty-four clinics have been held in the state and have been attended by thousands of women, many of whom are now operating successful businesses (*following pages*) based on the help and guidance they

received. The items below are among those brought to the most recent clinic at Niagara Falls. The things that show up at the clinics most often are pickles, marmalades and dolls. The clinics have successfully helped market shrouds and chinchillas and have been consulted about the culture of earthworms and crickets on a commercial basis. One mother brought the clinic a device endorsed by her own children for keeping peanut butter from sticking to the roof of the mouth, but the clinic had no notion where this could be sold. One of the oddest homemade items the clinic has been asked to help sell was a necklace made of chicken neck bones. This project was discouraged by the clinic not only because it was macabre but also because it would scratch the wearer's neck.



CLINIC EXPERTS JUDGED THESE

1—Trays decorated by Mrs. William J. Kelley were considered good sales items but simpler, bolder designs were suggested. 2—Of these ceramics by Mrs. Robert Porter, the Madonna and high-heel shoe, made in standard molds, were called nice but unoriginal. Honeymoon Bible and hand-molded diaper-pin tray were judged good prospects at \$2.50 each. 3—Braided rug made by Mrs. Glenn O'Connor was called excellent in design and workmanship. Mrs. O'Connor was told how to price rug, was given name of outlets where rugs might be sold. 4—Chocolate fudge and penuche made by Mrs. Charles Carr sells well at \$1.25 a pound. She brought it to clinic

to learn about distribution and problems of food spoilage. 5—Sea-food sauce made by Mrs. Edward C. Spula, who helps manage The Brown Jug restaurant in Niagara Falls, has been bottled and sold locally for a year, 8 ounces for 35¢. Experts thought item should have national distribution, will help get it. 6—Plywood whatnot shelf was brought to clinic by Mrs. Steven Richel. Clinic said designs should be simpler. 7—Ceramic cruet set, teapot, cup and saucer made by Mrs. Clarence Joyce were thought too delicate. Mrs. Joyce was advised to concentrate on items that are easy to make, hard to break in firing and shipping. 8—Doily made by Mrs. Murel

Ferguson was rated unsalable. People who want doilies make their own. 9—Afghan took Mrs. Eugene Figler over a year to complete. Clinic advised her to exhibit it in specialty stores, take special orders. 10—Dolls were made by Mrs. Felix Ciszewski. Clinic said two would sell well, but doll with crocheted dress (*right*) should be abandoned because there are too many similar kinds on market. 11—Hooked Home-Sweet-Home mat was made by Mrs. Eleanor Campbell on duvetyn. She sought clinic's advice on pricing. 12—Apron, hand painted with daisies by Mrs. Stuart Whitmire, requires so much work that clinic thought it unmarketable at a profitable price.



YORK. Youthful lines, jeweled movement, \$19.95. With Hadley expansion band, \$24.95

VICTORIA. Jeweled movement. Also in white case, \$19.95. With slim expansion bracelet, \$24.95

See how much Watch a little Money will Buy!

Here's how much watch \$19.95 will buy in a nationally advertised Wadsworth Watch:

- **The style and beauty** of cases fashioned by the same artists who create cases for America's finest watches.
- **The dependability and accuracy** of movements made and fitted by the same craftsmen who make movements for some of the world's most expensive watches.

Your jeweler has many more styles than we could squeeze in here. Smart, young ladies' models . . . men's shock and water-resistant Wadsworth Watches. See your jeweler's complete gift selection.



MARCELLA. Tiny, sculptured, 17 jewels. Also with white case, \$24.95. Hadley expansion bracelet, \$29.75



BEAUMONT. Tailored trimness, 17 jewels. With padded calf strap, \$27.50. In Hadley expansion band, \$33.75



WAYNE. Modern, with matching Hadley expansion band, 17 jewels, \$29.75. With masculine strap, \$24.95



ELIZABETH. A bewitching beauty, 17 jewels. With lovely expansion bracelet, \$35.75. With cord, \$29.75

PRODUCT OF ELGIN NATIONAL WATCH COMPANY

WADSWORTH

A GOOD WATCH AT A BETTER PRICE

All prices include Federal Tax and are subject to change without notice

HOME PRODUCTS CONTINUED

BREAD AND SOFT DOLLS



HER KITCHEN IS HER WORKSHOP

Mrs. Paul Lawton's specialty is banana bread. Last year there was illness in her family and she had unusual expenses. The Small Business Clinic helped her with bags and labels. Then she took her banana bread to the local Good Neighbor Fair, soon had as many orders as she could handle. Now she bakes as many as 100 loaves a day in her kitchen stove, even sells some by mail.



HER DINING ROOM IS HER PLANT

Mrs. Robert Adams, shown sewing hair on doll, used to sell her soft, stuffed dolls to neighbors. The clinic helped her redesign her dolls and market them. Her business is almost entirely wholesale now, and her orders are sometimes as large as 18½ dozen dolls. Because of demand she has had to hire helpers. If it were not for the clinic, she says, "I'd still be selling my dolls one by one."

[CONTINUED ON PAGE 76](#)



** you sleep on it... not in it*



TWO *Priceless* IMPROVEMENTS MAKE YOUR NEW

Just Try It! . . . You'll instantly discover a new kind of sleeping comfort! . . . Like a gentle lifting hand it supports and cushions, as it soothes and relaxes . . . *It's priceless!*

Compare the "PERFECT SLEEPER" with any other mattress—regardless of price! Dollar for dollar, feature for feature—it's *America's greatest value!*



It's Guaranteed!

—Repair or replacement if defective in materials, workmanship or construction.



"Perfect Sleeper" SMOOTH-TOP MATTRESS

. . . the most comfortable mattress money can buy . . and only \$5950 Matching Box Spring same price



1. Exclusive Serta Smooth, "Tuftless" surface gives a priceless, more soothing comfort — no tufts, buttons or bumps to disturb you.



2. Patented "UNIMATIC" innerspring construction gives priceless, more healthful support — as approved by doctors — and proved by x-rays!



SEE THE DIFFERENCE, FEEL THE DIFFERENCE, SAVE THE DIFFERENCE—at Better Stores Coast to Coast, Hawaii and Canada
SERTA ASSOCIATES, INC., Executive Offices 666 Lake Shore Drive, Chicago, Ill. Also makers of the "PERFECT SLEEPER SERTAPEDIC" Extra-firm Mattress & Box Spring — for back sufferers who require additional support — and others who desire extra firmness; "SERTA-FOAM" All Latex Sleep Set — the finest in latex luxury plus healthful "UNIMATIC" Support. Hawaiian and Canadian prices slightly higher — all prices subject to change without notice. *Trade-Mark

These exciting patterns
give my table
that Smart,
Fresh, Look!

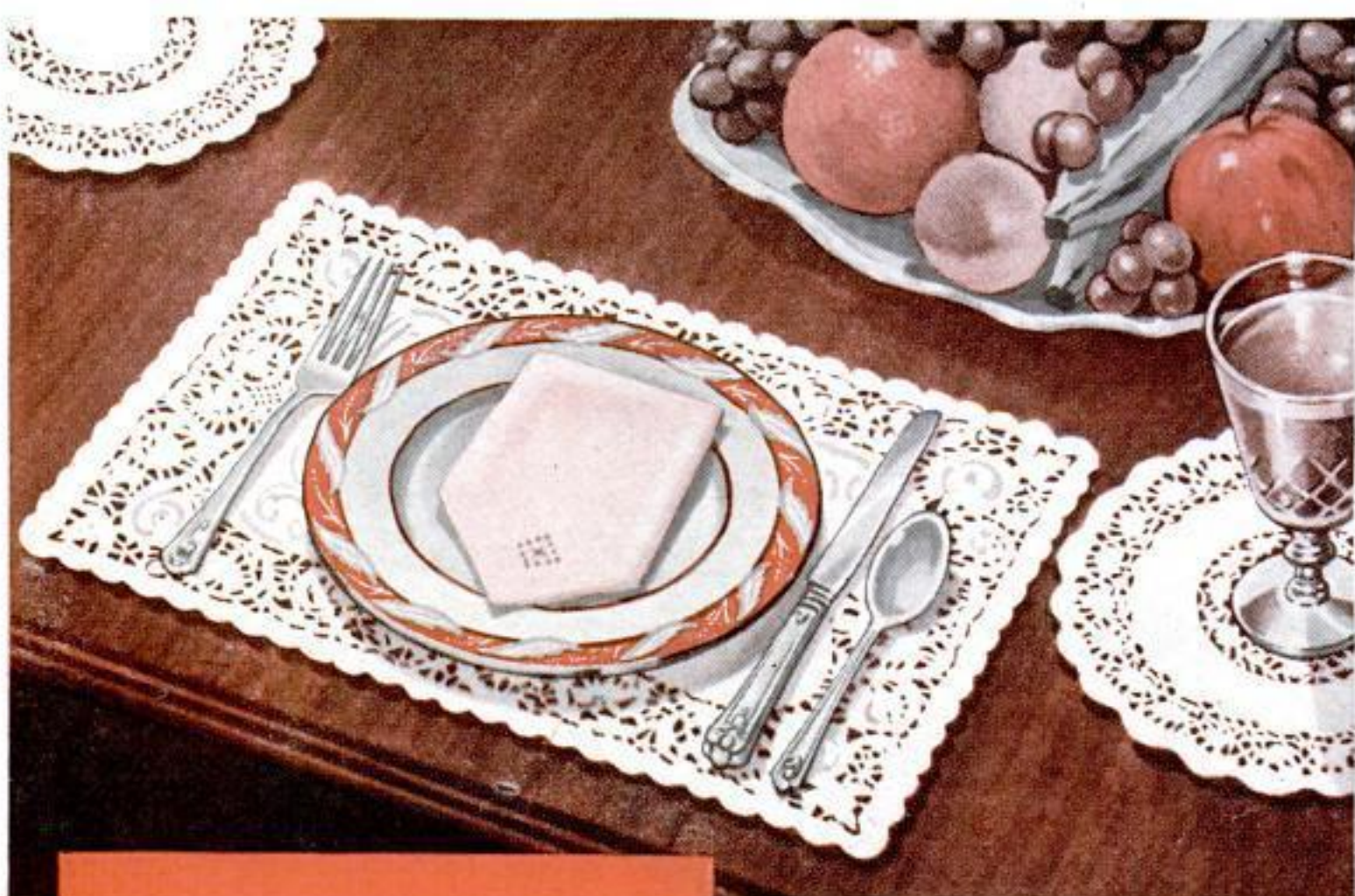
Says Dorothy Flagg Biddle,
prominent socialite of
Radnor, Pennsylvania



Roylprints

Paper Place Mats

Everyone adores Roylprints' fresh, decorative designs and rich, full colors. And how they save time and work! With Roylprints, it takes only a jiffy to set the table, and after the meal you just toss them out. Nothing to wash or put away.



ROYLIES

Lace Paper Doylies

For "that smart, fresh look," try Roylie Lace Place Mats and Doylies. They're so dainty...so charming in true embroidery design. You'll find Roylies make every glass and dish look prettier.



Designed for **Royal** living, everyday!

See Roylprints and Roylies at leading Supermarkets, Variety and Department stores
Royal Lace Paper Works, Inc., 99 Gold St., B'klyn 1, N. Y. (A subsidiary of Eastern Corp.)

HOME PRODUCTS CONTINUED

HAND LOOMS AND HERBS



BARN BECOMES WEAVING CENTER

Mr. and Mrs. Allan Whittemore are shown rethreading one of the looms in their barn. Since Mr. Whittemore quit working as an industrial engineer to farm and weave, the clinic has helped the couple sell hand-loomed cloth. At clinic an expert told them "to snap up the line," suggested weaving stripes into the material. They did and their wools, linens, cottons are now a success.



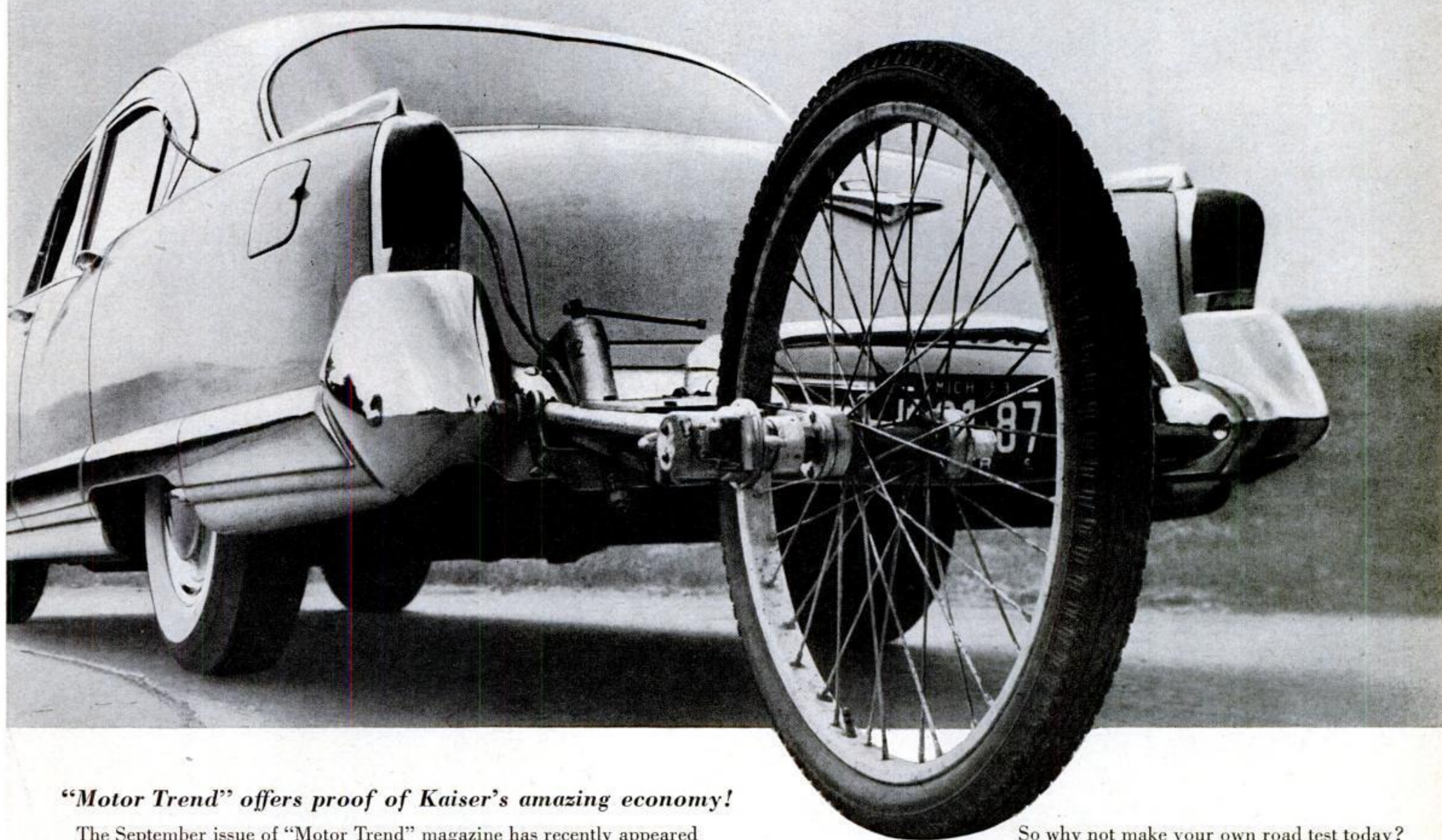
HOMEMADE GREENHOUSE FLOURISHES

Mrs. Norman Miller's husband built her a greenhouse of used glass, and she began to grow herbs. He gave her three years to make a success of the business or quit. Now after a year and a half and help from the business clinic, Mrs. Miller is doing fine, grows 35,000 herb plants at a time, sells them for 40¢ each. She also bottles herbs, herb vinegars, barbecue sauce and seasoned salt.

CONTINUED ON PAGE 78

In "Fifth-wheel" test

Kaiser with Hydra-Matic gives record mileage



"Motor Trend" offers proof of Kaiser's amazing economy!

The September issue of "Motor Trend" magazine has recently appeared with amazing news that will give you a whole new idea about driving with Hydra-Matic!

Tested by "Motor Trend's" own fifth-wheel mileage meter, a '53 Kaiser with Dual-Range Hydra-Matic has just gone *28.8 miles per gallon of regular gasoline* at 30 miles an hour — and 25 miles per gallon at 45!

No wonder "Motor Trend's" glowing article on Kaiser concludes: "Take a good look at a new Kaiser — because if you haven't seen one, you've missed something!"

So why not make your own road test today?

Your nearest Kaiser dealer has a new '53 Kaiser with Dual-Range Hydra-Matic that's just itching to have you try it! You'll marvel at its smoothness — and when you check the mileage you'll marvel some more!

The closer you check, the surer you'll be that Kaiser is the value in the medium-price field today. And right now it's a better buy than ever. Your Kaiser dealer is celebrating Kaiser's dynamic \$62 million expansion program with extra-special trade-in allowances. He has a wonderful deal for you... if you act fast. See him today!



More luxury than expensive cars!

"The Kaiser is one car that must be seen to be appreciated!" says "Motor Trend." And with good reason! Kaiser has more seating room than 3 of the most expensive cars, and more styling awards than *any* American car — 14 in all! And for supreme luxury, try Kaiser's "Flying Shadow Ride"!



More economy than low-priced cars!

The gasoline savings proved above are only part of Kaiser's amazing all-round economy. As to upkeep — owners report as high as 100,000 miles without a cent for major repairs! No wonder "Motor Trend" calls Kaiser "one of the few cars in its price class that can boast of real economy!"



Safety and performance that top them all!

As "Motor Trend" puts it, "Kaiser has outdone the industry in an effort to provide real safety in car interiors." And Kaiser's weight-to-power ratio makes riding seem like flying. Choice of three transmissions — Standard, Overdrive,* Dual-Range Hydra-Matic*. Finest Power Steering*!

*optional at extra cost

Drive the Kaiser... America's most beautiful car... winner of 14 international awards!

Listen to "Lowell Thomas and the News" Monday through Friday, CBS network

THE CLINIC IN OPERATION



WOULD-BE BUSINESSWOMEN pack hall at Niagara Falls as Margaret O'Shaughnessy gives marketing advice. Clinic has free booklet on subject too.



HOOKED-MAT MAKER, Mrs. Eleanor Campbell, holds work for criticism. To fix price she should add \$5 to cost of materials.



PASSING JUDGEMENT on Mrs. Felix Ciszewski's dolls, Mrs. Mildred O. Meskil (right) thinks the proper price for the doll she is holding should be \$5.

Stop Guessing-
Start Cooking
LIKE MAGIC!

**RED WHEEL
OVEN HEAT
REGULATOR**

with the new
"magic oven-eye"
you see the
LIGHT
OVEN when the oven heat's
RIGHT

ANOTHER *Exclusive*

Magic Chef

GAS RANGE FEATURE

Those "important" family meals are always a success with *Magic Chef*... you'll get perfect pies, cakes and roasts everytime! Your famous Red Wheel Regulator with exclusive "Fenosil" heat control fluid assures completely accurate temperature control. The new "magic oven-eye" tells you when your oven's ready, ends pre-heating clock-watching. See your *Magic Chef* dealer today!

Magic Chef features for cooking magic

- "MAGIC-RAY" SWING OUT BROILER • RED WHEEL OVEN HEAT REGULATOR • "MAGIC OVEN-EYE" • "MAGIC FLAME" UNI-BURNER • "MAGIC-AIRE" DEODORIZING LAMP

PLUS many other additional features

more women cook on *Magic Chef* than on any other range

MAGIC CHEF, INC. • SAINT LOUIS 10, MISSOURI

See
DAVE GARROWAY
demonstrate this feature
Monday Morning on
TV-"today"

does your old stove have this MODERN COOKING FEATURE?

"Change Your Range"

change to a new *Magic Chef* gas range during "Old Stove Round Up" Time!

Marvelous movies —
so easy to make...so easy to afford

Brownie Movie Team

Kodak-made . . . Brownie-priced
camera, projector, film, screen . . .
for simpler, surer, more
economical 8mm. home movies

It couldn't be easier. Making home movies today is every bit as simple as making snapshots. What's more—with the "Brownie," you can get them just as easily in full color as black-and-white . . . indoors or out . . . night or day.

As little as \$39.75 starts you off with the f/2.7 Brownie Movie Camera. Or now there's a new super-speed f/1.9 "Brownie" for only \$49.50. Either model loads and operates as simply and surely as that box Brownie you grew up with. One simple setting adjusts for light. Then just aim and press the button.



Brownie Movie Camera
New lower price
\$39⁷⁵
only
with f/2.7 lens
most dealers offer easy terms

Film costs are low, too. A roll of 8mm. film costs only \$3.95 for full color or \$3.25 for black-and-white . . . makes 30 to 40 average-length scenes . . . about a dime a scene . . . and that includes developing your film ready to show! Makes it hard to see how you can afford *not* to make movies.

Economical from start to finish . . . now that there's a Brownie Movie Projector at the low, low price of \$62.50. It's ready at the flick of a switch to show your movies crisp and bright . . . and plenty big enough for home shows. ("Stills" and reverse action, too!)

There's even a Brownie Projection Screen . . . a 30-inch-wide beaded screen rounds out your Brownie Movie Team and it's at the surprisingly low price of only \$4.50.

But get the whole fascinating story for yourself from your Kodak dealer. Or mail the coupon to Kodak for your free copy of "Let's Make Movies." You'll find out how easily you can bring the thrills of home movies to your house.

Prices include Federal Tax where applicable and are subject to change without notice.



Brownie Movie Projector
\$62⁵⁰
only
most dealers offer easy terms



Brownie Projection Screen
\$4⁵⁰
only

See "Photographic Equipment and Supplies"



Eastman Kodak Company, Rochester 4, N. Y.

"Let's Make Movies"

A free and interesting booklet that tells you in clear, simple language how to make color movies . . . how to make movies indoors as well as out . . . how to choose the right camera for your needs. Here's the answer to home movies at their easiest, most satisfying best. Just fill out coupon and send to Kodak.

Dept. 6: Please send free copy of "Let's Make Movies" to:

Name _____
Street _____
City _____ Zone _____
State _____



Kodak
TRADE-MARK

Copyrighted material

No more pushing!



No more pulling!



General Electric gives you

G.E.'s NEW
SWIVEL-TOP CLEANER
NOW ONLY—

\$89⁹⁵*



Model C1
Includes caddy and
eight attachments

WHEN the General Electric Swivel-top Cleaner made "Reach-easy" cleaning possible, cleaning acrobatics went out the window!

Because all you do is set this cleaner in the center of the average-size room and leave it there the whole time you clean the room! You see, the amazing Swivel-top goes 'round with you as you go 'round the room.

And since the cleaner's hose is by far the longest of any made, you reach everywhere—from wall to wall—without pushing or pulling the cleaner, without bumping into furniture, without stretching!

And, there's no stopping to empty this cleaner when it's only half full because, unlike ordinary cleaners . . .

GENERAL ELECTRIC KEEPS ITS SUCTION POWER!



DIRT CLOGS CLEANER

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched soda straw once it starts filling up.

DIRT CAN'T CLOG CLEANER

In the General Electric Cleaner, dirt falls away from the suction motor—not on top of it. So you get steady, strong cleaning power until this cleaner is full.

Yes, you've always power enough to pick up the most stubborn dirt, lint and hairs. And there are so many other features about this cleaner—such as its easy-to-handle lightweight aluminum wands—that you'll just have to see it.

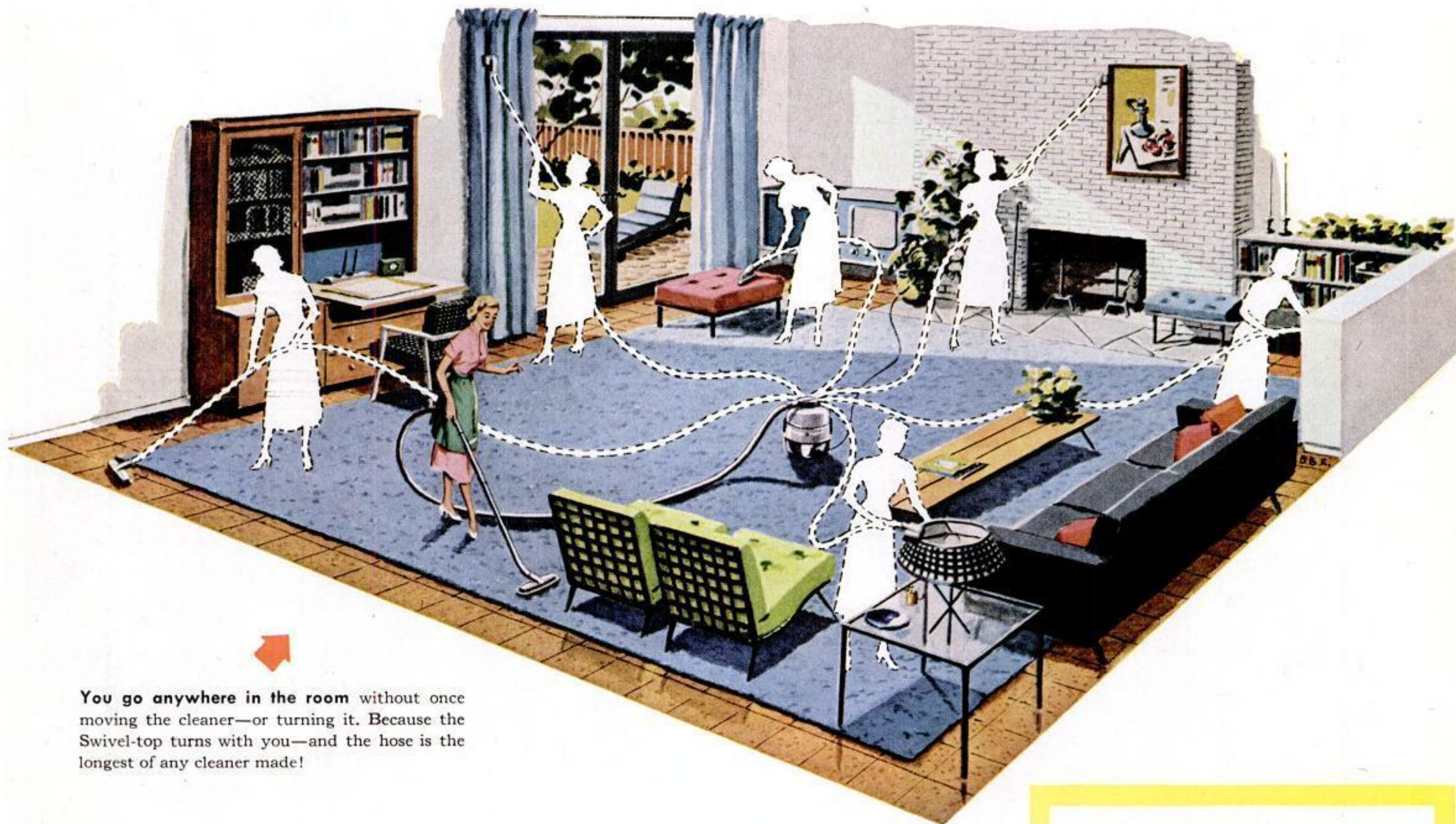
Why not do it real soon at your near-by General Electric dealer's? General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

*Manufacturer's recommended retail price.

No more pumping!

No more stretching!

"REACH-EASY" CLEANING!



You go anywhere in the room without once moving the cleaner—or turning it. Because the Swivel-top turns with you—and the hose is the longest of any cleaner made!



You never touch or see dirt. You just toss out the "Throw-Away" Bag—the largest made—a few times a year in the average-size household. No muss or fuss!



Eight "non-scratch" attachments! They're kept in a handy portable caddy—and so versatile you can clean everything from picture frames to ash trays!

Win a new G-E Cleaner!



Here's your chance to own the wonderful new General Electric Swivel-top Cleaner! Nothing to buy! No obligations! Get full details today at your General Electric dealer's. And while you're there, ask how you can get a unique miniature cleaner with emergency sewing kit packed inside.

You can put your confidence in—

GENERAL  ELECTRIC

If you're paying
for top quality
whiskey...are
you getting it?



if in doubt ... find out
try **GLENMORE**
KENTUCKY STRAIGHT BOURBON

Are your highballs as rich and tasty as they should be? If there's any question, try Glenmore and find out what flavorful Kentucky quality means to a drink. Glenmore is completely satisfying in all respects, with a uniformity that has been a tradition for over three generations. Pour Glenmore and get more—more pleasure from your drinks, more compliments from your friends. Available in 86 or 90 Proof.

GLENMORE DISTILLERIES COMPANY, LOUISVILLE, KY.

SEQUEL

SKY SOX GET THEIR PENNANT

Team that started in snow wins on last day of 1953 season

The Colorado Springs Sky Sox team of the Western League was born in 1950 through the initiative of a local banker, who liked baseball, the help of the city, which built a stadium, and the support of the citizens, who raised money to buy equipment and hire players. The team was christened in a chilling snowstorm (LIFE, May 22, 1950) and then went on to a dismal first season, finishing sixth. Next year they finished seventh but still made money, largely through the ingenious efforts of General Manager Bill MacPhail, son of one-time Yankee and

Dodger boss, Larry MacPhail. He kept the park full by staging "nites"—knothole nite, ladies' nite, fans' appreciation nite, player-appreciation nite, etc. and putting on band concerts, vaudeville shows and giveaways.

Last year the Sox stayed in the pennant fight until nosed out by Denver on the last day of the season. Again this year the Sox and Denver carried their pennant fight down to the last day. Needing a victory in its final game, the Sox broke out in the fourth inning to make eight runs and clinch the game and pennant.



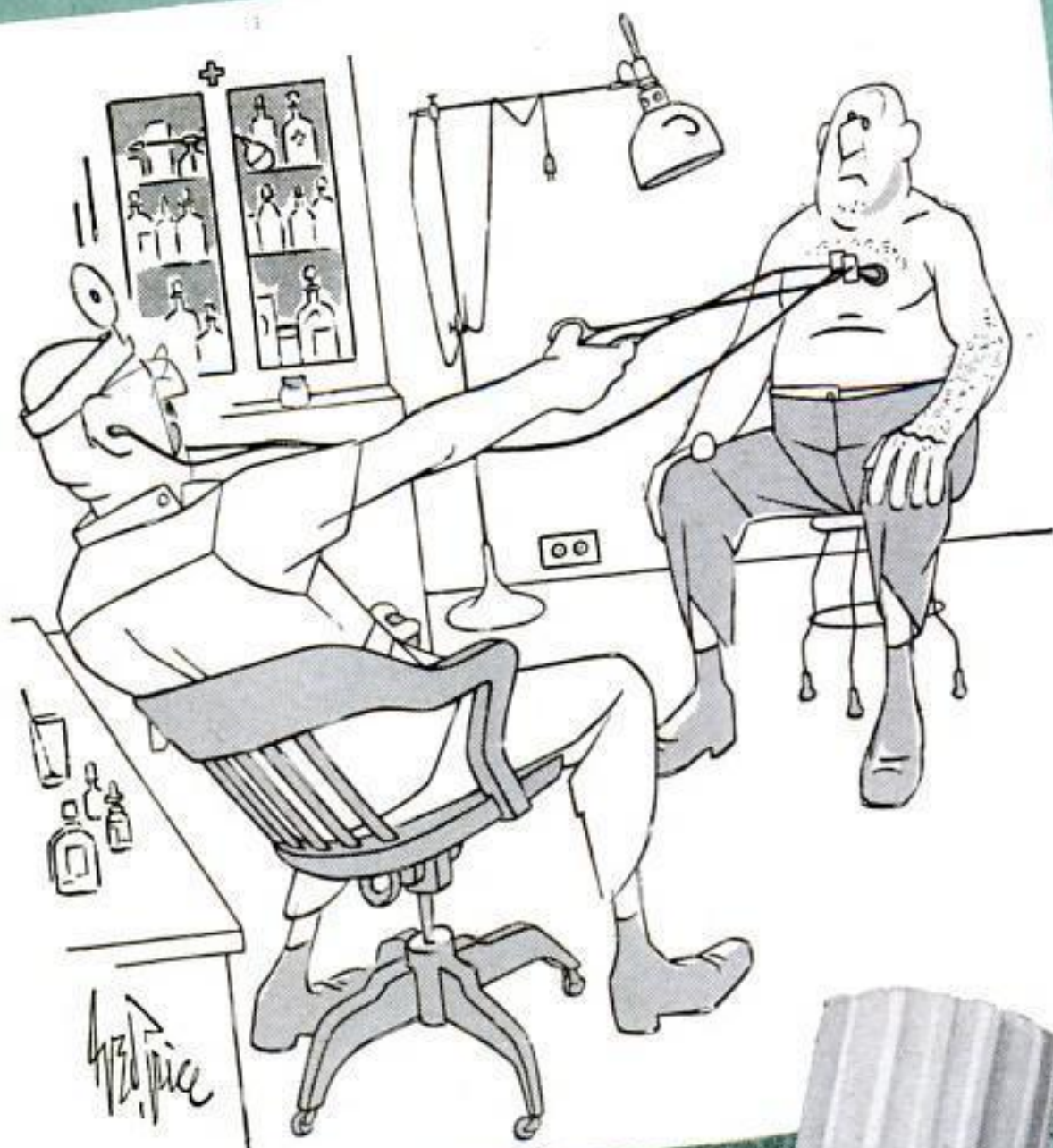
GLUM OPENING DAY in 1950 resulted when an unseasonable snowstorm blanketed the ball park.



JUBILANT CLOSING DAY this year brought Sky Sox running out of their dugout to congratulate teammates just after a double play ended the game against

Lincoln, which meant the Western League championship. Seconds later the season's biggest crowd poured onto the field to give the players a happy mauling.

Are you sure you don't need
a man's deodorant?



"Also available in Canada"

The worst offenders
never seem to know!
Are you living in
a fool's paradise?
Use Mennen Spray
Deodorant for Men—
especially for men,
with these
four qualities
all men want:



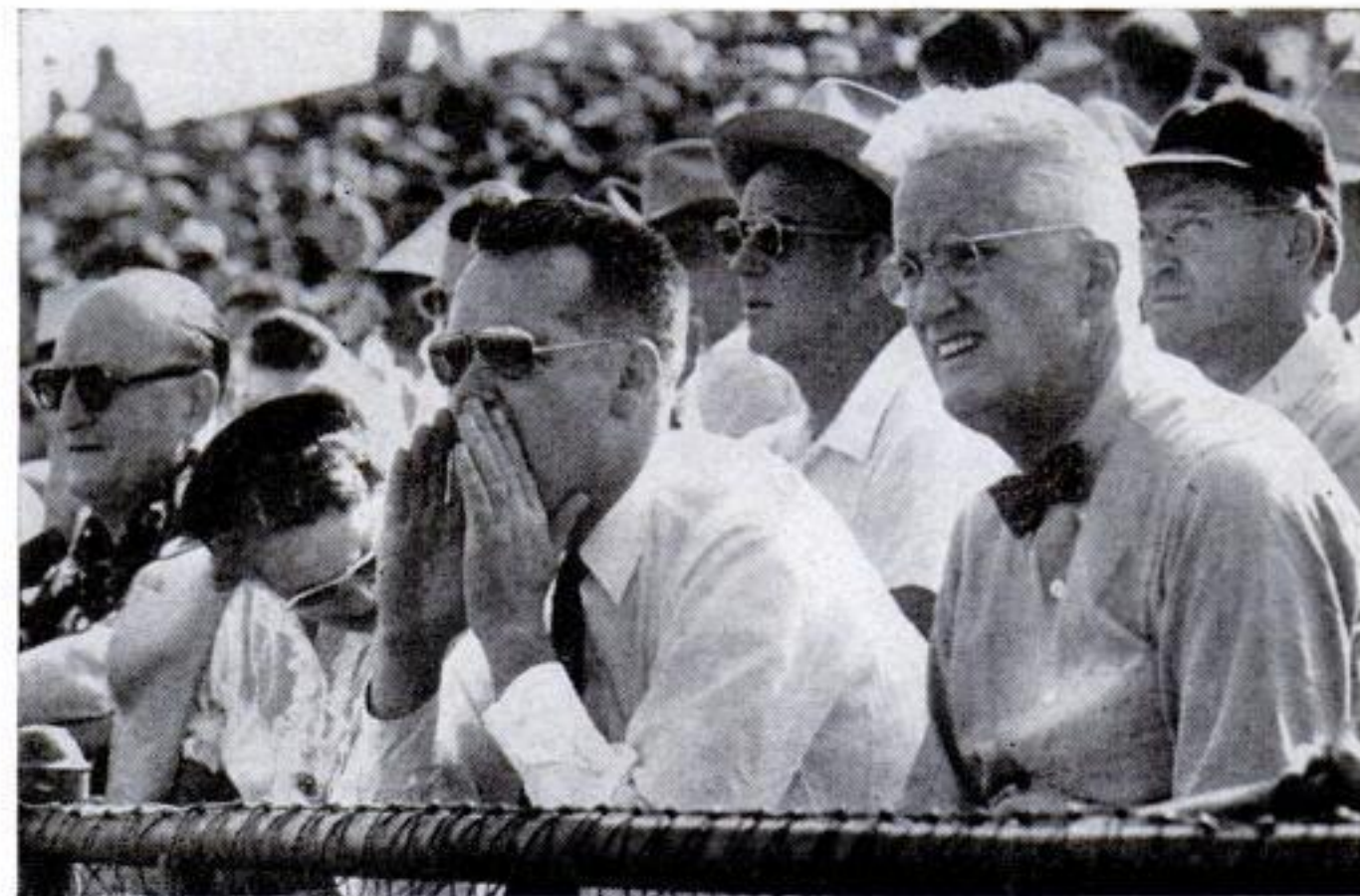
1. Checks perspiration fast—pleasantly!
2. Special ingredient—Permatec—actually kills odors.
3. Has crisp clean scent. No sweet "cover-up" perfume!
4. Dries really dry in just a few seconds.

For a generous month's supply in a handy, travel-size spray bottle, send 15¢ in coin to MENNEN, Dept. L-7, P. O. Box 30, Newark, N. J.

PLAY SAFE—SPRAY SAFE WITH MENNEN!

MENNEN
SPRAY DEODORANT
FOR MEN

Sky Sox CONTINUED

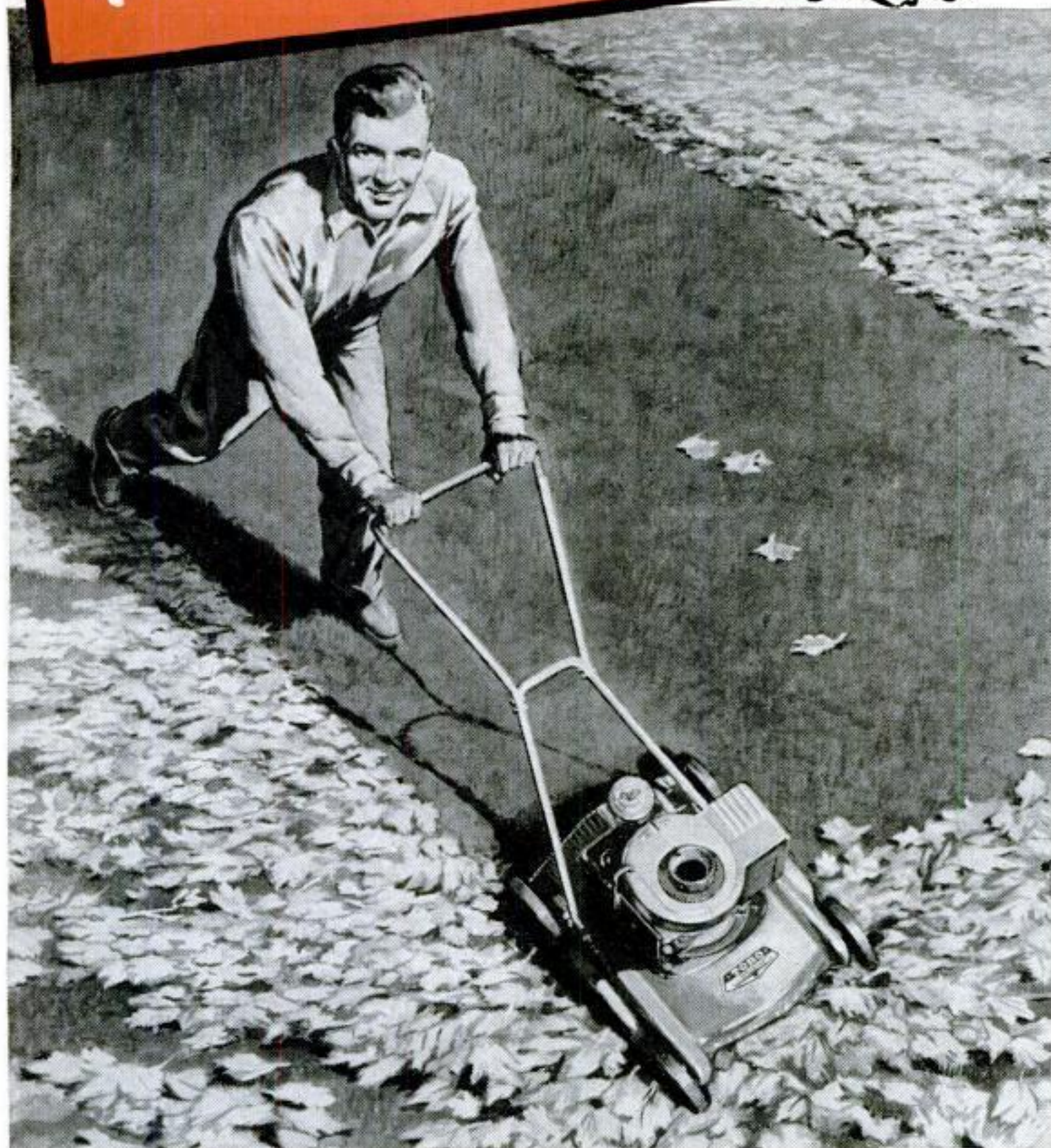


THE TEAM'S BOSSES, General Manager MacPhail and President Stone look worried as Sox fall behind, then beam as they run up game-winning lead.



THE HAPPY CHAMPS are congratulated by Stone (left). Catcher Sam Hairston (center foreground) won the league's most valuable player award.

Tired of leaf raking?



Tired of snow shoveling?



TORO

Whirlwind mower pulverizes 30 bushels of leaves a minute!

Think of the work you'll save! This powerful rotary mower not only slashes through heavy weeds and trims your grass smooth as velvet, it ends raking, carrying and burning leaves, too. Here's the secret.

Original "Suction-Lift" action picks up the leaves, holds them under the *fully enclosed housing* until completely pulverized. Finely milled particles are then blown through a detachable screen at the rear of the mower, to serve as a healthful natural mulch for your lawn. It's fast as mowing!

Take your choice of seven Whirlwind models . . . 18 inches to 31 inches wide. All built by Toro—makers of America's most complete line of power mowers. Parts and factory-trained repair men coast to coast.



Get a FREE HOME TRIAL

where you see this Toro sign! Then choose the model that's right for you. Call today!



*18-inch model with 4-cycle engine. Prices slightly higher in some areas.

TORO

Home snow plow throws 60 shovel-loads of snow a minute!

Save hours of drudgery . . . take a load off your heart! This super-powered Toro Snow Hound easily clears walks, driveways and parking areas. Actually throws (not blows) up to a thousand pounds of freshly fallen, slushy or drifted snow every minute.

The rugged rotor chews a clear path 17 inches wide through snow as deep as 16 inches. *Self-clearing*, reversible chute directs snow up to 15 feet to either side of the machine.

Other features you'll like: special carburetor heater that makes starting a cinch, traction wheels, husky 2.5 hp engine, heavy-duty construction for years of dependable service. Two models: power propelled, hand propelled (below).

Thrifty idea for good neighbors: buy and share a Snow Hound together!

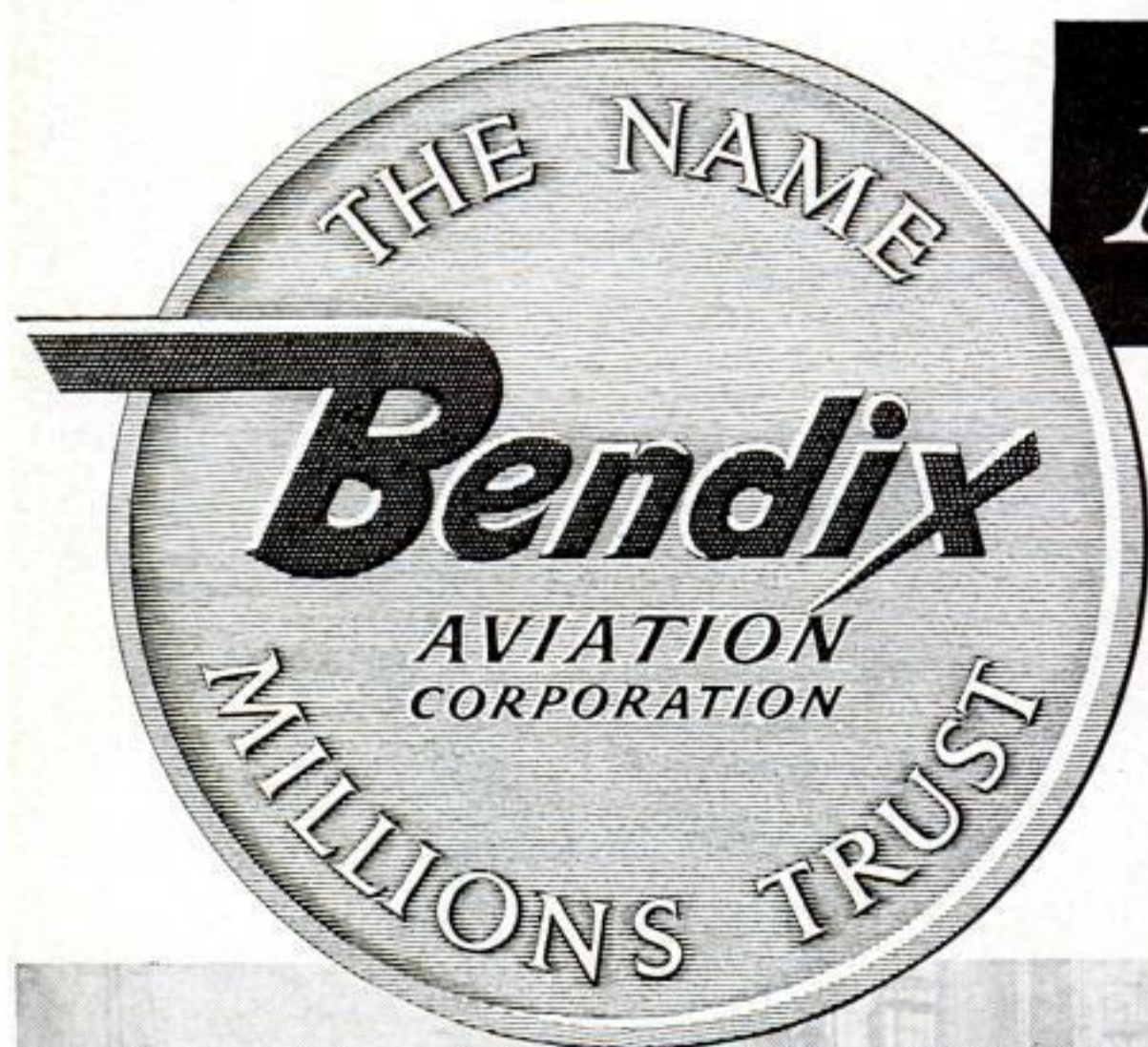


Christmas gift for Dad!

Look in the telephone directory under "Lawn Mowers" for the name of your Toro dealer.

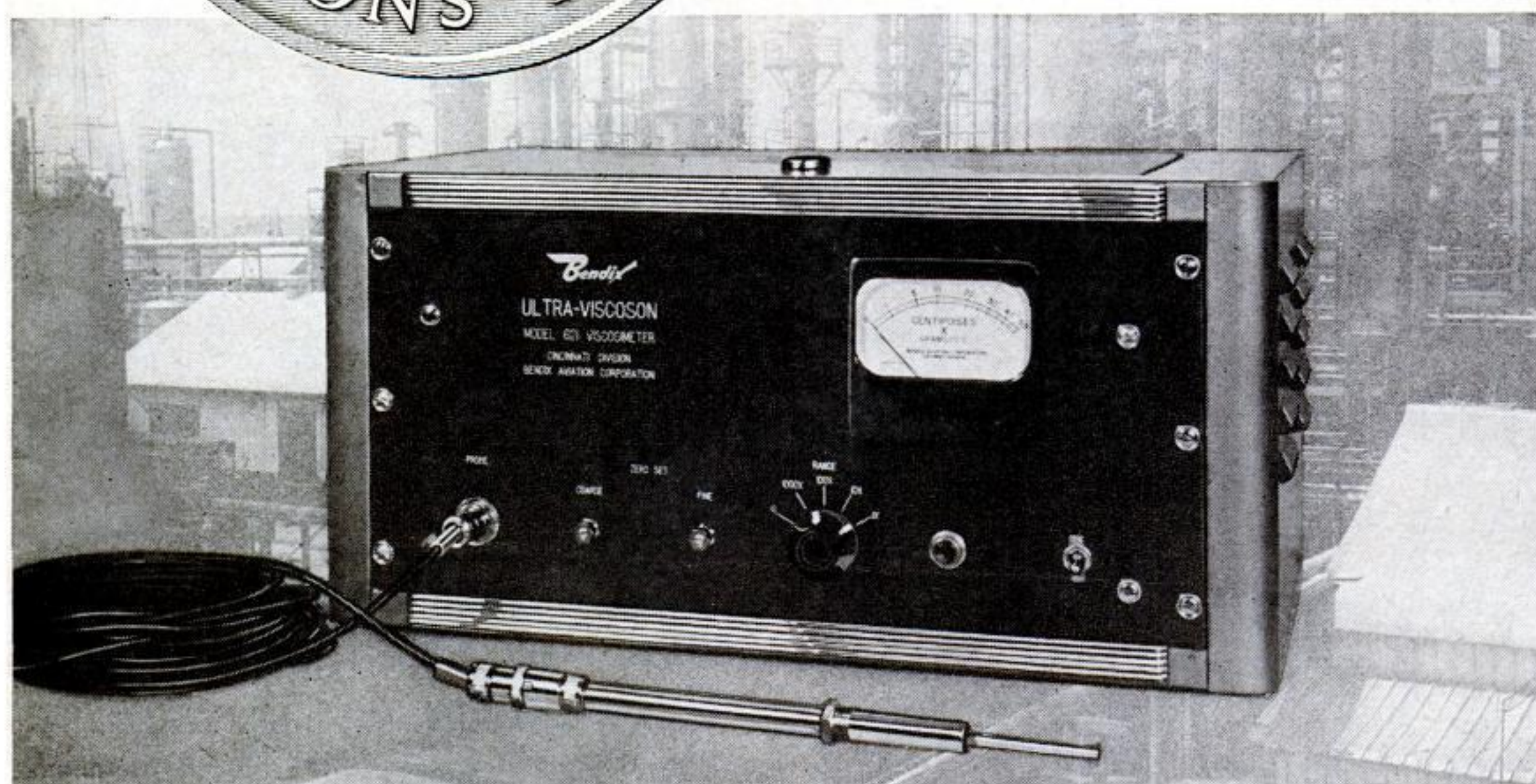


*Toro Snow Hound, hand propelled model. Prices slightly higher in some areas.



NEWS from the *Electronic*

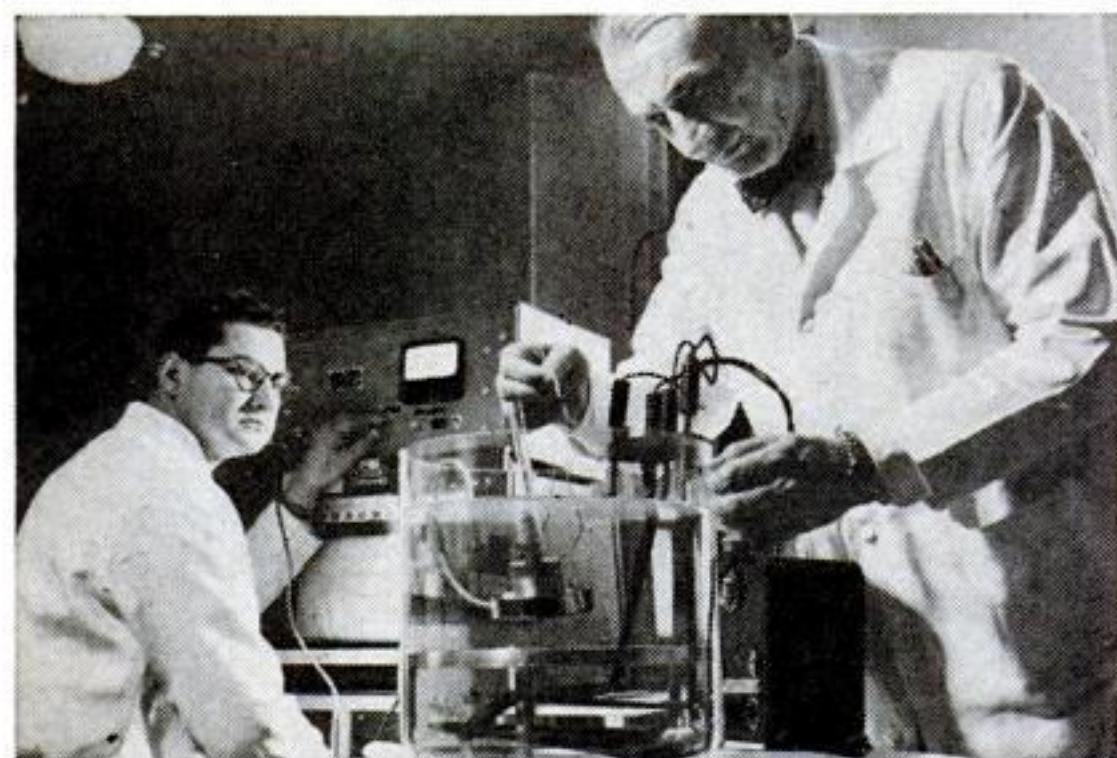
SEE IT BETTER



ULTRA-VISCOSON, new Bendix wizard, solves viscosity problems . . . measures, records and controls viscosity of liquid processes instantly, continually, automatically!

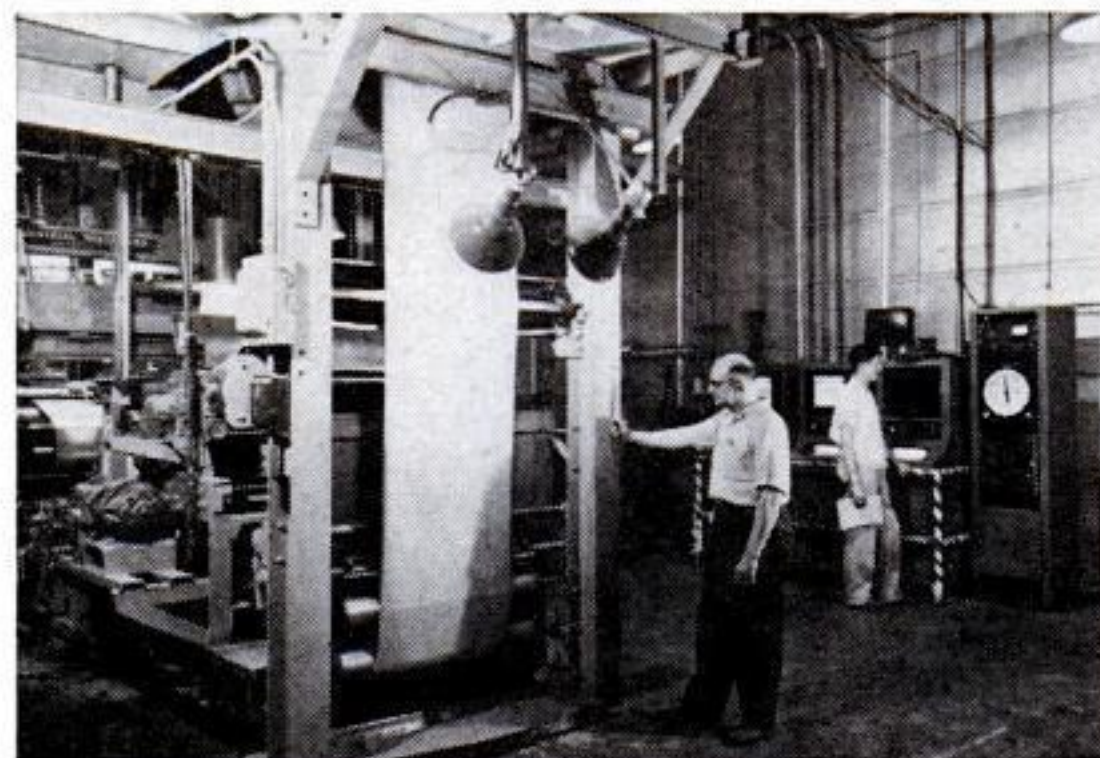
Before Ultra-Viscoson, manufacturers handling liquids nearly always were hampered by viscosity problems that slowed down production. Hand sampling methods took too much time and were not accurate enough. Now, Ultra-Viscoson provides completely automatic control of viscosity. It is a simple, reliable instrument born from the sciences of ultra-

sonics and electronics. It has no moving parts, operates in temperatures from -109°F to 650°F , in pressures up to 1000 PSI. Industries from petroleum to candy are praising its performance. Ultra-Viscoson is a product of the Cincinnati Division, Bendix Aviation Corporation, 203. West Third Street, Cincinnati 2, Ohio.



Speeding Up Blood Clotting Tests

Experiments with Ultra-Viscoson at the Newington, Connecticut Veterans Hospital are giving new hope to victims of blood disorders, coronary attacks and other illnesses in which blood clotting time is important. Photo shows Dr. Raymond Yesner with Dr. Alfred Hurwitz starting a clotting test on a tiny blood sample. The sensitive Ultra-Viscoson probe "feels" the blood while the electronic computer and recorder makes a moving chart picture of how fast clotting forms.



Eliminating Glue Trouble

The Coated Products Division of Carborundum Company, Niagara Falls, New York, makes abrasive papers. Gluing the paper prior to applying abrasives was always a problem. Exposed to the air, the glue would thicken and cause delays for manual viscosity tests and corrections. Now Ultra-Viscoson keeps the glue at proper viscosity automatically, eliminating production stoppage, improving quality, cutting down rejects, using less glue—and paying for itself many times over, according to Mr. G. J. Keller, Works Manager.



Model TB 21C on base #304B. Here's a smart, modern design that's also functional; open shelf base can be used for flowers, books or bric-a-brac. Blond oak or mahogany.



Model TM 21C on base #403M. Attractive tapestry front base exactly matches appearance of console-size, open face TV. Blond oak or mahogany.



Model TB 21C on base #203B. Drawer base roomy enough for 3-speed record-changer phonograph. Built-in connection for phonograph wires. Blond oak or mahogany.



Bendix Clock-Radios are expertly color-balanced to match the texture of TV cabinets. Can be used as automatic timing devices to turn on TV and other electrical facilities about the home.

Wonderland of Bendix

FROM A BENDIX BOX-SEAT!



Better—because no name in electronics is more relied upon for quality than Bendix Aviation Corporation!

If you have had your fill of temperamental television, if you'd like to look forward to a full season of football viewing and pleasurable evenings of TV this winter—why not make up your mind now to trade in the trouble-maker and start over right with quality-built television?

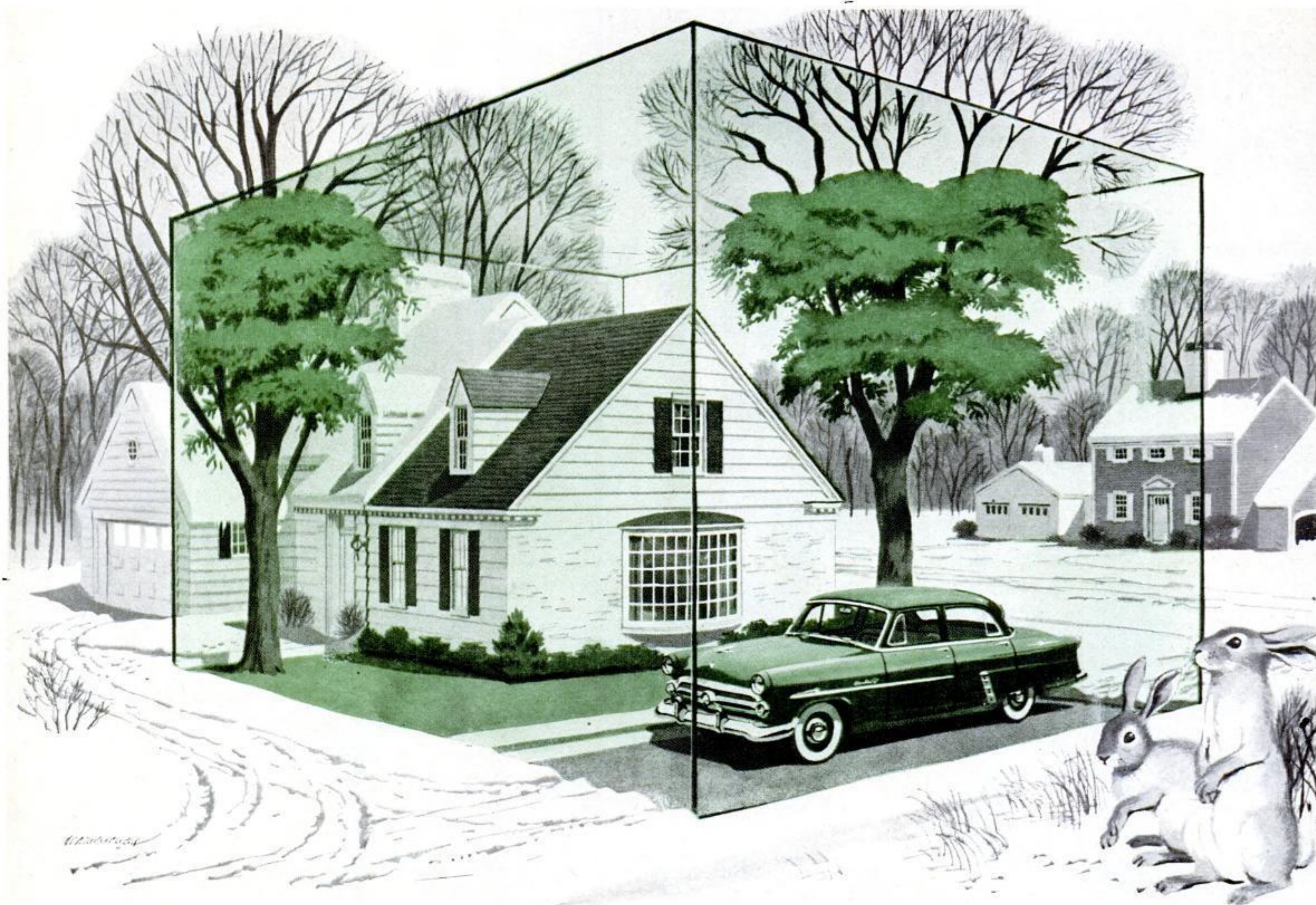
How much have you spent for repairs? Are you one of the man's steady customers? When the big game goes on the air, will your set be home or in his shop?

Those are things to consider that make it sensible to buy *quality* television built by Bendix

Aviation Corporation . . . the name millions trust in electronics because it means dependability. Call or visit your Bendix dealer and invest in television that's engineered and built to give you the finest picture you've ever seen. All sets are ready for UHF when it comes to your locality.

Bendix Radio • Television and Broadcast Receiver Division • Baltimore 4, Maryland





Your Ford won't even know it's winter!

...if you take these simple steps in advance

Get it winterized *now* . . . and make *sure* it's done with Genuine Ford Products. Then with cold weather you'll find your car "sure-fire" on starts and as much fun to drive as ever.

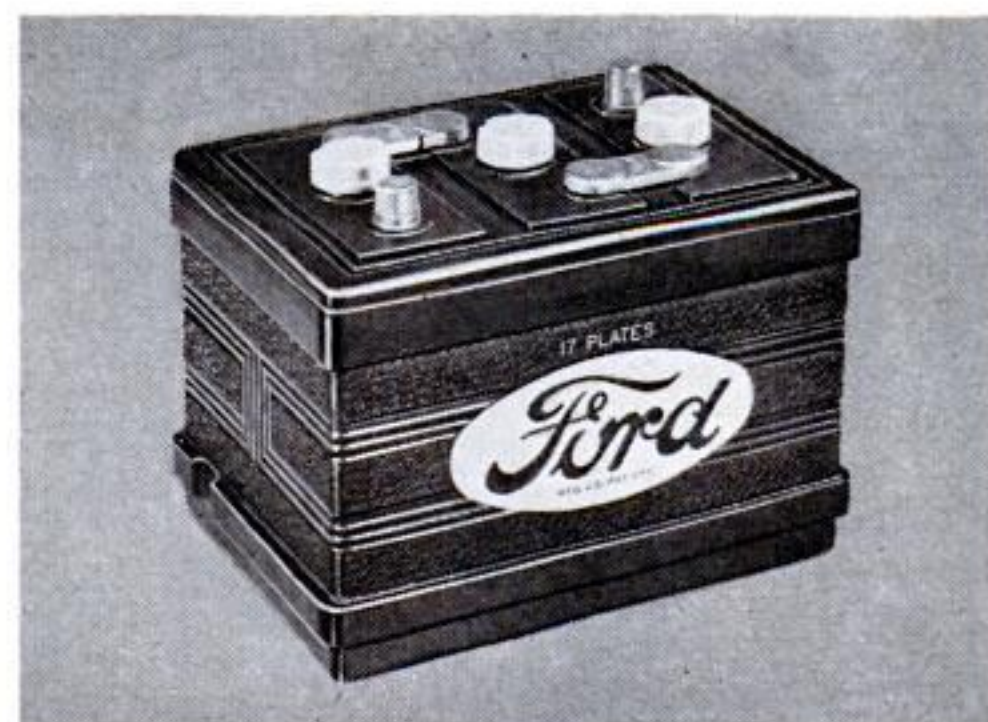
When you install Genuine Ford Products like Ford Batteries and Anti-Freeze, you can be sure you are getting the most dependable parts for your Ford . . . because all Genuine Ford Parts are fully tested, checked and rechecked by Ford Engineers *before* being approved for manufacture.

So when you get ready for winter—protect your Ford with Genuine Ford Anti-Freeze . . . power it with a Genuine Ford Battery . . . insist on Genuine Ford Parts and Service for reliable winter driving, at any Ford Dealer's or selected independent garage.

FORD Division of FORD MOTOR COMPANY



Ford Anti-Freeze protects your car and saves you money, too! Ford Permanent Anti-Freeze will last all winter in a properly operating cooling system. Ford Regular Anti-Freeze gives safe, dependable protection at low cost. And both contain a rust inhibitor.



Ford Batteries are tested to start at 20 below! They're also shake-tested and impact-tested for durability, and cycled from full charge to full discharge hundreds of times for long life. And because Ford Batteries are tailored to your Ford's ignition needs, you can be sure they're right for your Ford . . . and will last!

The "Welcome Mat" is out



at your **Ford Dealer's**



Gino



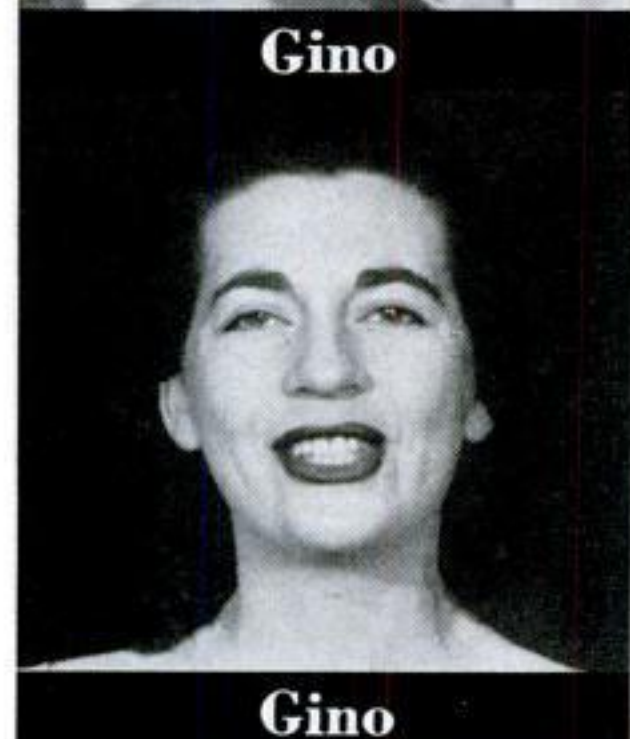
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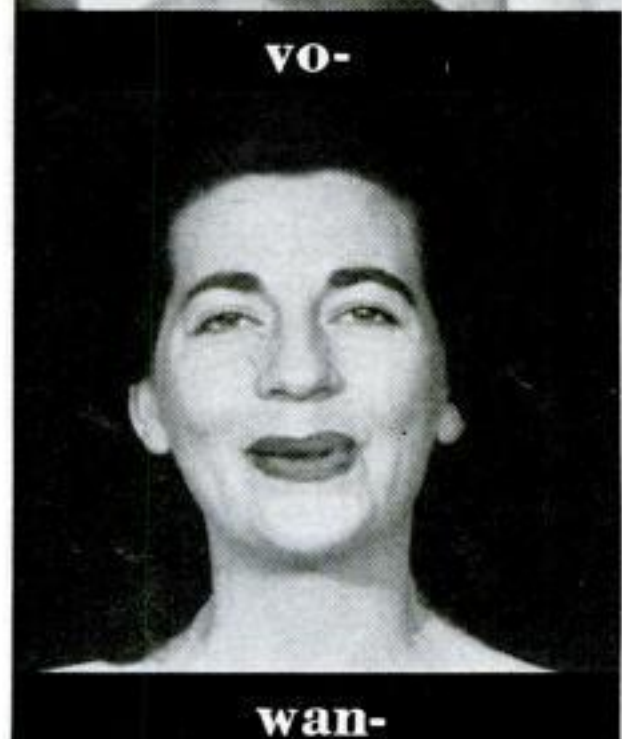
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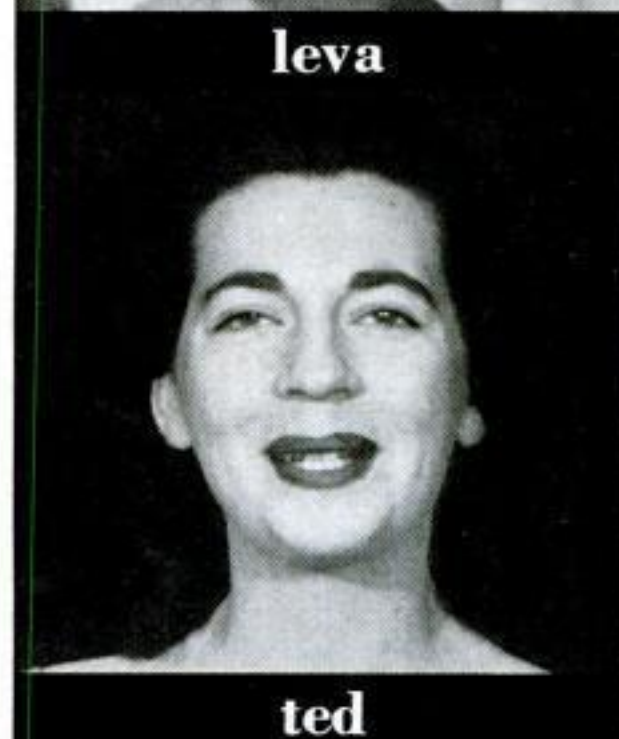
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some

Bilingual Desire for a Car

DUBBING ENGLISH INTO ITALIAN FILMS IS A TRICKY AND A BOOMING BUSINESS

These two actresses are occupied with the same task: speaking a single sentence for an Italian movie, *Voice of Silence*. In the upper rows of each panel Rossana Podestá (LIFE, Sept. 14) is shown as she appears in the film, speaking in Italian, "Gino voleva comprarsi una macchina." In the lower rows American actress Anne Diamond speaks a similar line in English, "Gino wanted some money to buy a car." "Some money" was added to make the line long enough to synchronize with the Italian. It took Miss Diamond 20 tries in 5 minutes to match her mouth movements with Miss Podestá's.

This tricky vocal job, called dubbing, is a fast-growing part of film business, keeping pace with the increasing invasion of the U.S. market by foreign movies. Until recently, translations of dialog were given in subtitles flashed on the screen. But dubbing should make the picture more popular since U.S. audiences now will be able to give their full attention to handsome Miss Podestá without having to tear their eyes away to look at subtitles.



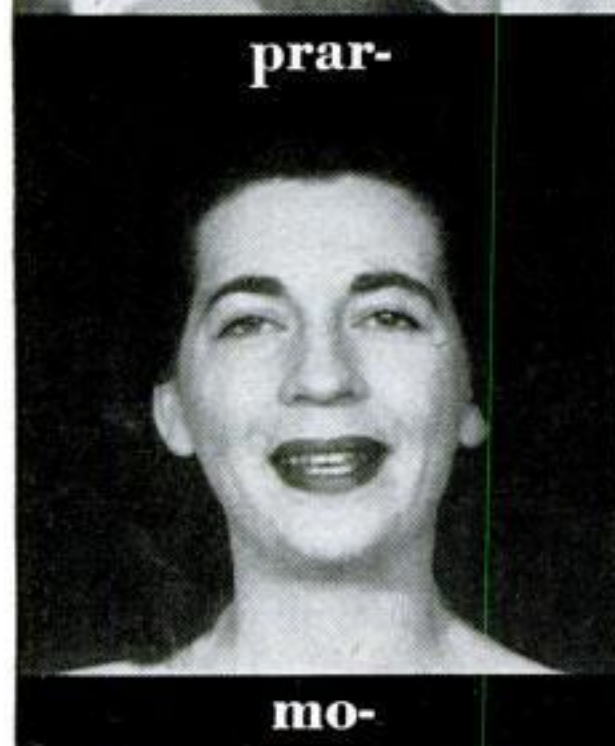
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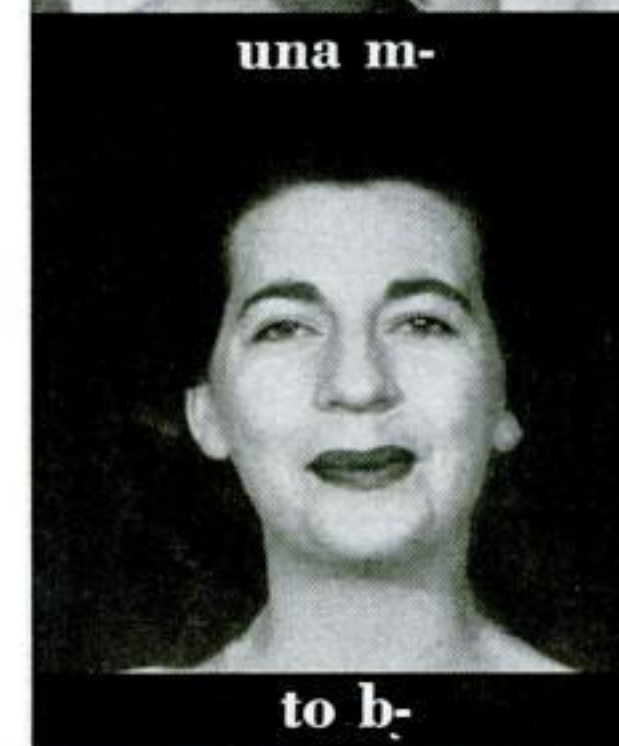
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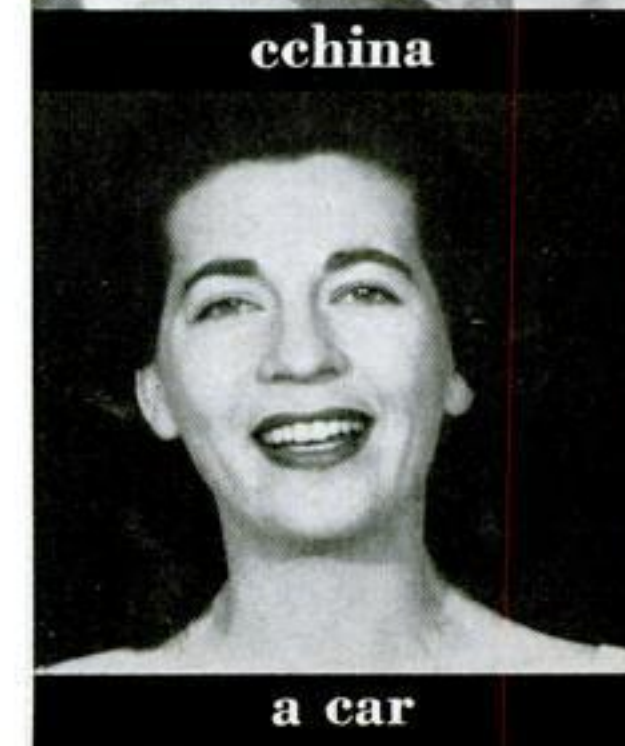
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ccchina



uy



a car

Your glamorous key to the New "Outer-Look"...the New Formfit "Under-Look"

Today's Outer-Look features a slim, fluid line—bust subtly rounded, midline gently nipped, hips smoothly elongated. You feel so sure of yourself in Formfit's Life Bra and Life Girdle—with the Under-Look you need to capture this new Outer-Look! Working together, Life Bra and Life Girdle coax your curves into line with heavenly freedom and comfort. Such a dazzling array of styles, fabrics, elastics to choose from—all tailored with Formfit's fabulous flair for beautiful fit! At your favorite store. New 1100 Series High-Waisted Life Girdle shown, \$13.50 and \$16.50. Other styles from \$7.50. Life Bra shown, \$2.50. Others from \$1.25.

The Formfit Company
Chicago, New York



For a Sweetheart of a Figure



DUBBING CONTINUED



TRANSLATING as Podestá's face and voice come over moviola machine at Italian Films Export studio, Joe Bellucci types dialog for English script.



CASTING for voices at American Dubbing Co., directors listen to records of U.S. actors, trying to find match for voice of Italian actor (picture on wall).



DUBBING a love scene for Italian film called *Nobody's Children*, Bryna Raeburn reacts wholeheartedly to the fervent embrace of Italian lovers on screen.



*butter rum...
butter rum...
butter rum
rum-rum*

Worth making a noise about!



The candy with the hole ... Still only 5¢



now with

CELAPERM*... fabrics that needn't hide from the sun

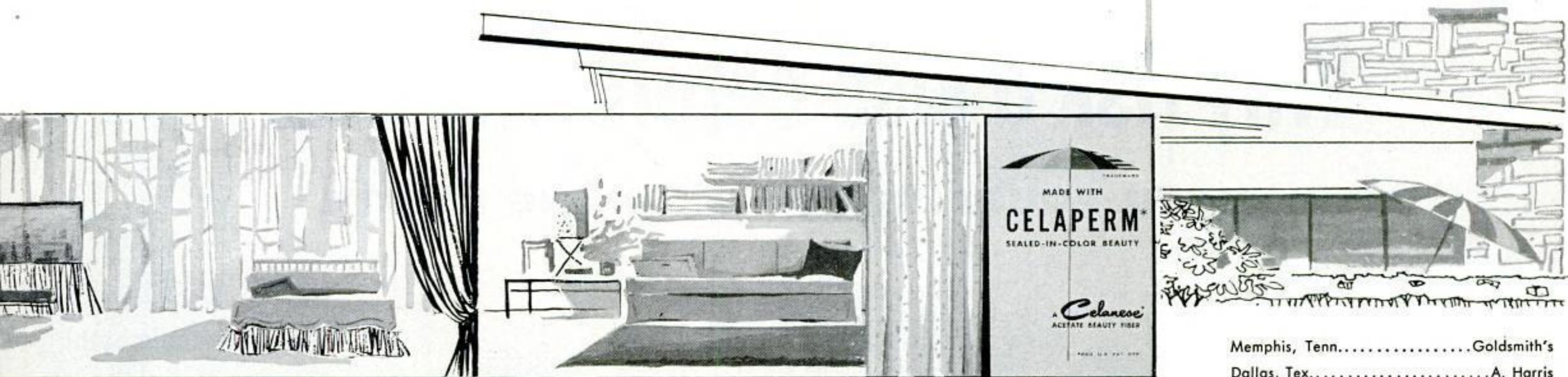
the color story of the year.. CELA PERM*

WITH picture windows and window walls shedding more and more light in our homes, Celanese Celaperm becomes the most significant development in decorative fabrics today.

Through the use of an unusual new technique, Celanese gives you colors "sealed in" for keeps. These fabrics are not dyed. Not even the yarn of which the fabric is woven is dyed. Instead, the liquid from which the Celanese acetate yarn is made is impregnated with the desired color—and the product is a fiber as deeply, right-to-the-heart rose, apricot or leaf-green as the natural object itself.

As a result, Celaperm colors achieve truly remarkable fastness to sun-fading, gas-fading and every other normal color hazard. Look for Celaperm in any fabric you buy for your home where lasting color-beauty is important and might ordinarily be jeopardized—whether from sun, gas, atmospheric fumes or simply repeated launderings. Celaperm can be woven in an almost endless variety of textures and designs and is being featured this month in leading stores throughout the country.

Northern Calif.....Breuner Stores
 Southern Calif.....The Broadway
 Denver, Colo.....The Denver Dry Goods Co.
 Hartford, Conn.....G. Fox & Co.
 Washington, D. C.....Woodward & Lothrop
 Atlanta, Ga.....Rich's Inc.
 Chicago, Ill.....Carson Pirie Scott
 Indianapolis, Ind.....The Wm. H. Block Co.
 Des Moines, Ind.....Yunker Bros.
 New Orleans, La.....Maison Blanche
 Baltimore, Md.....Hutzler's
 Boston, Mass.....Jordan Marsh Company
 — all stores
 Detroit, Mich.....The J. L. Hudson Co.
 Minneapolis, Minn.....The Dayton Co.
 St. Paul, Minn.....Schuneman's
 Kansas City, Mo.....Macy's
 St. Louis, Mo.....Lammert Furniture Co.
 New York, N. Y.....B. Altman & Co.
 Charlotte, N. C.....Belk Brothers Co.
 Cincinnati, O.....The John Shillito Co.
 Cleveland, O.....The Halle Bros.
 Columbus, O.....Morehouse Fashion
 Dayton, O.....The Elder & Johnston Co.
 Toledo, O.....Lamson Bros.
 Oklahoma City, Okla.....John A. Brown Co.
 Portland, Ore.....Meier & Frank
 Philadelphia, Pa.....John Wanamaker
 Providence, R. I.....The Outlet Co.



Celaperm in fabrics by the yard or ready-made fashions for the home by these and other fine makers: Curtains and Draperies: Ardsley Curtain Co., Robertson Factories, Portage Draperies, O'Bie of California. Closet Accessories: Lasky Bros. & Elish, Henry A. Enrich Co. Lampshades: Edward Alden Studios. Shower Curtains: H. E. Brooks, Hygiene Shower Curtain, Para Mfg. Company, Jos. A. Kaplan & Sons. Comforters: Puro Feather & Down Corp. Bedspreads: Charles Bloom, Inc., N. Sumergrade & Sons. Fabrics by the yard: Indian Head Taffetas. Look for the Parasol-trademark, your assurance that all color components in the fabric you're buying are indeed sealed-in color fiber... can be relied on for modern color performance.

Memphis, Tenn.....Goldsmith's
 Dallas, Tex.....A. Harris
 San Antonio, Tex.....Joske's of Texas
 Richmond, Va.....Thalhimer Bros.
 Seattle, Wash.....The Bon Marche—all stores
 Milwaukee, Wis.....Gimbels

..... **Celanese*** Acetate Yarn with the "sealed-in" color

*Reg. U.S. Pat. Off.



To really get rid of "morning mouth" and not just mask it, use Chlorodent, with *chlorophyll-plus*. A great university found it cleans teeth better than any other toothpaste formula, bar none.

Why risk a kiss before breakfast

— UNTIL YOU'RE RID OF "MORNING MOUTH"

Any toothpaste makes your mouth *feel* fresh—temporarily.

But does it get your mouth really *clean*? It does if it's Chlorodent, our *chlorophyll-plus* toothpaste. That wonderful, fresh feeling Chlorodent gives you lasts for hours. You *know* your breath is sweet.

You see, Chlorodent is loaded with chlorophyll (not all brands have so much). And it has a patented polishing agent. A great university found it cleans teeth better than any other

toothpaste formula, bar none: Use Chlorodent. You'll see.

P.S. These same exclusive *chlorophyll-plus* benefits are in Chlorodent tooth powder.

"Anti-enzyme," too, for continuing decay protection

University dentists found just one brushing with Chlorodent's superior cleansing action keeps "enzyme" decay acids below the danger point for 9 out of 10 people for hour after hour after hour.

Contains water-soluble chlorophyllins



Stop "morning mouth"—
enjoy that
wonderful, clean,
fresh Chlorodent
feeling!



TOP SHAPE as seen on Fifth Avenue is fitted and beltless. Broadcloth dress has a mink collar (Harvey Berin, \$135). Even in lower priced versions, style needs individual fitting.

LOOSE DRESS, two-piece flannel middie with white knit dickey (B. H. Wragge, \$80), has a straight line from top to hem. Wragge's knitted "mop cap" (\$18) trails a heavy yarn tail.

STREET SHAPES

New fall silhouettes stand out handsomely in crowd

One basic test of a new fashion is the way it looks out on the street. To show how the two new shapes of the season meet this test LIFE photographed seven outfits against the backgrounds of New York City. Taken with a concealed camera of which passers-by were unaware, the pictures prove that the clothes pass handsomely: they look different enough to stand out in a crowd but are not conspicuous enough to be freakish. Most popular silhouette is the tightly fitted rib-hugger shown above.

The clear-cut alternative is the loose cut which hangs straight from the wearer's shoulders.

In general this fall bright colors are bowing to black and white, all black, brown or other neutrals. Belts are often abandoned and small pieces of fur appear with every kind of outfit. A glance here or at any other street corner also shows some noticeable lack of change: there are still only minor signs that publicized encroachments from Paris—the shorter skirt, tipped-forward hat—have caught on in the U.S.



**Yours for only
\$1.00**

**this \$2⁹⁸ value
IRONING PAD and
COVER SET
with your purchase
of this
satisfaction-guaranteed**



PAD, extra thickness waffle-knitted, bias tape bound.

COVER, heavy duty, Sanforized, elastic bound. Fits any standard 54 in. wood or metal ironing table.

Presto Vapor-Steam and Dry Iron

\$19⁹⁵

Fed. Tax Incl.

A \$22.93
VALUE FOR ONLY

\$20⁹⁵



*Irons without Sprinkling!
Presses without Press Cloths!*

**EVERYTHING IRONS BETTER
(Steam or dry) or your money back!**

SAVE \$1.98 on this top quality \$2.98 value ironing pad and cover set . . . costs only \$1.00 when you buy your PRESTO VAPOR-STEAM IRON. Learn how EASY your ironing can be! PRESTO's exclusive VAPO-MISER sends a continuous flow of vapor-steam clear through fabrics. Presses tailor-perfect WITHOUT PRESS CLOTHS. Irons most clothes WITHOUT SPRINKLING. Uses ordinary tap water . . . saves up to \$20 a year on distilled water. EXTRA good for dry ironing too . . . very light, with rounded heel, irons both ways without wrinkling, without lifting. Try this perfect PRESTO on this 30-day guarantee—EVERYTHING IRONS BETTER or your money back.

Take advantage of this money-saving combination offer at leading department, jewelry, hardware and appliance stores featuring PRESTO Products.

NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wisconsin

20 MAKERS OF FAMOUS PRESTO COOKERS, DEEP-FRYERS, COFFEE MAKERS.

© 1953 N.P.I. INC.

OVER 19 MILLION SATISFIED PRESTO USERS

STREET SHAPES CONTINUED



LOOSE COAT in blue and black tweed (Ben Zuckerman, \$235) is new seven-eighths length which requires a slim skirt. Lilly Daché's hairline hat is in step with Paris fashion.

FURRED TWEED with Alaskan seal collar and cuffs, made by Traina-Norell, an example of currently popular trenchcoat style, gets some attention from passers-by on 42nd Street.





BOX JACKET (left), wraparound tweed skirt and jersey blouse (Handmacher, \$85) draws an interested look in Rockefeller Center. Bag is unsheared baby calf (Mark Cross, \$72).

SHAPED BOLERO worn over a beltless jersey dress (Adele Simpson, \$195) shows this season's return to curves. Spotted fur ascot (Annis, \$29) is newly worn tucked inside jacket.



EMERSON 21" SPACE-SAVER MODEL 740



"PATENT APPLIED FOR"

Now! A TV Picture So Clear, So Sharp ...you'll think you're at the movies!

Space-Saver 21-inch Models. Here's what the whole TV industry has been striving for—the largest picture in the most compact cabinet, and it's yours with Emerson!

Fringe Reception. Whether you live in a steel skyscraper or many miles from a station, Emerson's Dynapower Chassis brings you a movie-perfect picture!

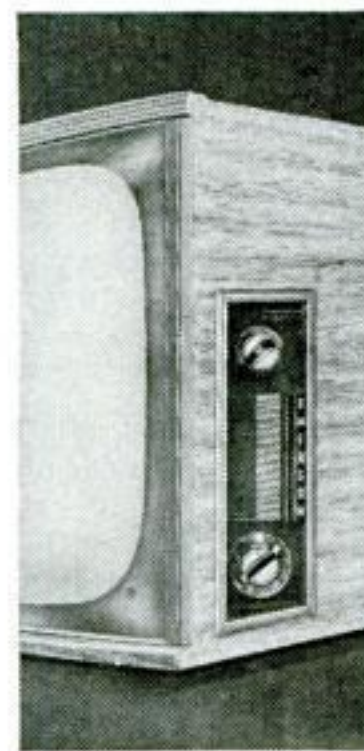
Emerson Miracle Picture Lock. No fading, no flickering, no "ghosts"—thanks to the exclusive Emerson Miracle Picture Lock which holds the picture steady at all times.

Every Emerson Ready for UHF. Every Emerson has built-in antenna. There are 44 distinctive models to choose from, priced as low as

\$149⁹⁵

Prices include excise tax and warranty.

ANOTHER ENGINEERING MIRACLE BY EMERSON!



THE SECRET!

Emerson's exclusive, revolutionary *side controls* make possible the Space-Saver Cabinet: the front is all screen, a big 21" picture in the slimmest, trimmest cabinet ever built—all wood, in blonde, mahogany, other fine finishes.

☆ SEE RALPH BELLAMY IN "MAN AGAINST CRIME" ☆



REG. U. S. PAT. OFFICE

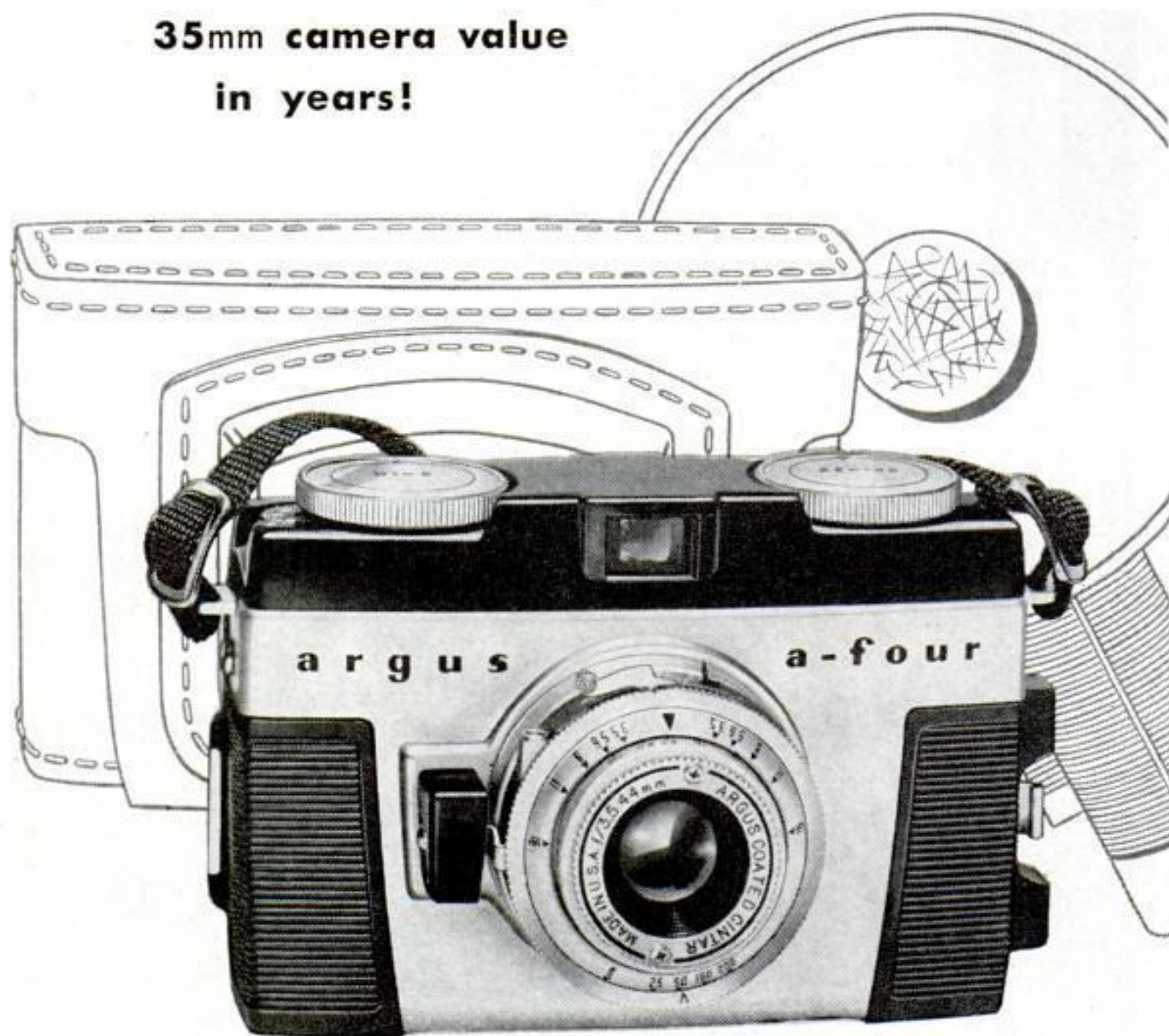
Emerson

EMERSON RADIO & PHONOGRAPH CORP., N. Y., U. S. A.

America's Best Buy! Over 14,000,000 satisfied owners

Introducing

the most exciting new
35mm camera value
in years!



new argus a-four

with the fastest American lens in its price class!

\$39⁵⁰
Flash \$3.80
Case \$5.75

No other 35mm camera combines so many high-priced, precision features with such amazing ease of operation . . . at such a wonderful low price.

With the new Argus A-Four you can take beautiful color slides, sparkling clear black-and-whites, thrilling action shots—indoors or out. Best of all, you'll get professional results right from the start.

And the A-Four is *so easy to use!* The red markings show you the correct lens, shutter and focus settings for average days. You simply line up the red numbers, sight your subject through the "picture-window" viewfinder, press the shutter, and presto—you've taken a wonderful picture.

Flash photography is extremely simple with the exciting, new Argus A-Four. The flash gun, with automatic bulb ejector, plugs right into the camera. There are no dangling wires, nothing to adjust.

Easy as it is to use, the new Argus A-Four brings you an array of features usually associated with cameras priced much higher—such as its Argus Cintar f:3.5 lens, precision ground in the most modern optical plant in the world; a superaccurate shutter with a complete range of speeds; a double exposure preventer that saves film.

See the exciting new Argus A-Four at the Argus dealer nearest you.

Copyright 1953 Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

argus

--the name that means precision quality!

STREET SHAPES CONTINUED



BLACK WOOL, WHITE FUR, a new style for cocktails which appeared simultaneously in U.S. and in Paris, can be worn on the street in late afternoon whereas traditional cocktail dress cannot. Suit above has slim skirt, sleeveless top and short box jacket with white mink collar and cuffs (Ben Zuckerman, \$385).

WHAT "BATTLEGROUND" WAS TO THE
 SHOOTING WAR... "TAKE THE HIGH GROUND!"
 IS TO THE TRAINING CAMPS...
 AND IT COMES TO YOU FROM
 THE SAME GREAT STUDIO... M-G-M...
 THE SAME FAMED PRODUCER
 ... DORE SCHARY!



In vivid, realistic color by ANSCO

TAKE THE HIGH GROUND!



Guts!

Every Mother, every sweetheart, will thrill to these boys who meet the training challenge and become men.



Gags!

Packed with high spirited fun and hilarious situations as the top-kick blows his top.



Girls!

Beautiful Elaine Stewart, as the girl with a past, desperately seeking forgetfulness.



Gripes!

The sergeant sees to it that the brash young rookies will be toughened for future hardships.



Great!

Sultry, exciting romance when lonely men-in-uniform seek companionship—and find love.

M-G-M PRESENTS

"TAKE THE HIGH GROUND!"

STARRING

RICHARD WIDMARK • KARL MALDEN CARLETON CARPENTER • RUSS TAMBLYN AND ELAINE STEWART

Story and Screen Play by MILLARD KAUFMAN • Directed by RICHARD BROOKS • Produced by DORE SCHARY • An M-G-M Picture

M-G-M has many other outstanding entertainments on their way to you...and in COLOR!

"MOGAMBO"

STARRING

CLARK GABLE
AVA GARDNER

Actually filmed in Africa.
Better than "King Solomon's Mines"!

COLOR BY

Technicolor!

"TORCH SONG"

STARRING

JOAN CRAWFORD

CO-STARRING

MICHAEL WILDING

Great new triumph for the glamor-star!
The romance of a sultry torch singer.

COLOR BY

Technicolor!

"KISS ME KATE"

STARRING

KATHRYN GRAYSON
HOWARD KEEL
ANN MILLER

Broadway's sensational musical
spectacularly presented in

Ansco Color

PRINT BY *Technicolor!*

"ALL THE BROTHERS WERE VALIANT"

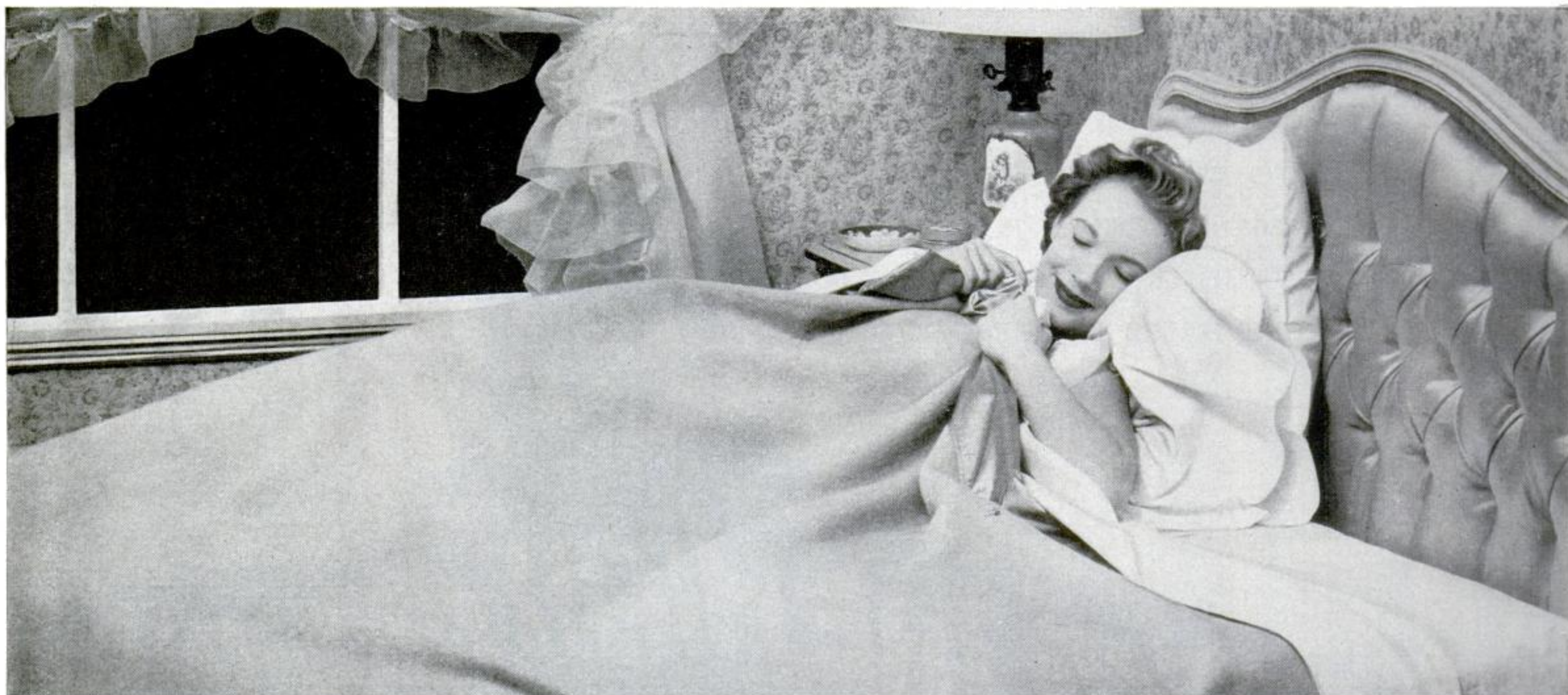
STARRING

ROBERT TAYLOR
STEWART GRANGER
ANN BLYTH

Adventure that sweeps tempestuously
across the seven seas!

COLOR BY

Technicolor!



FLUFFY, WELL-LAUNDERED BLANKETS ARE THE MARK OF A PROUD HOUSEWIFE. NO PRODUCT DOES A BETTER JOB ON BLANKETS THAN RINSO WITH SOLIUM.

HOW TO WASH BLANKETS WITHOUT SHRINKING

By Eleanor B. Cook, former Associate Editor of McCall's

They're very easy to launder and care for particularly if you wash them with Rinso.

The advantages of Rinso are spectacularly revealed in the washing of blankets. If you follow the instructions on this page, your blankets will have that soft, downy feel that a new blanket has. That all blankets should have, no matter how many times you wash them.

Wool socks and sweaters also stay soft as new when you wash them in rich Rinso suds. As a matter of fact, you can wash almost anything successfully in Rinso. Including the new synthetic fabrics!

Of course, you know that only Rinso contains SOLIUM. This extraordinary ingredient makes white clothes reflect more light. That's what makes the white clothes you wash in Rinso look whiter—and the prints look brighter—than when they were brand new!

And that's not all! You pay about 20% less for Rinso soap than for most other washday products. Rinso *must* satisfy you, or you get your money back, plus postage, from Lever Brothers Co., 390 Park Ave., New York 22, N. Y.

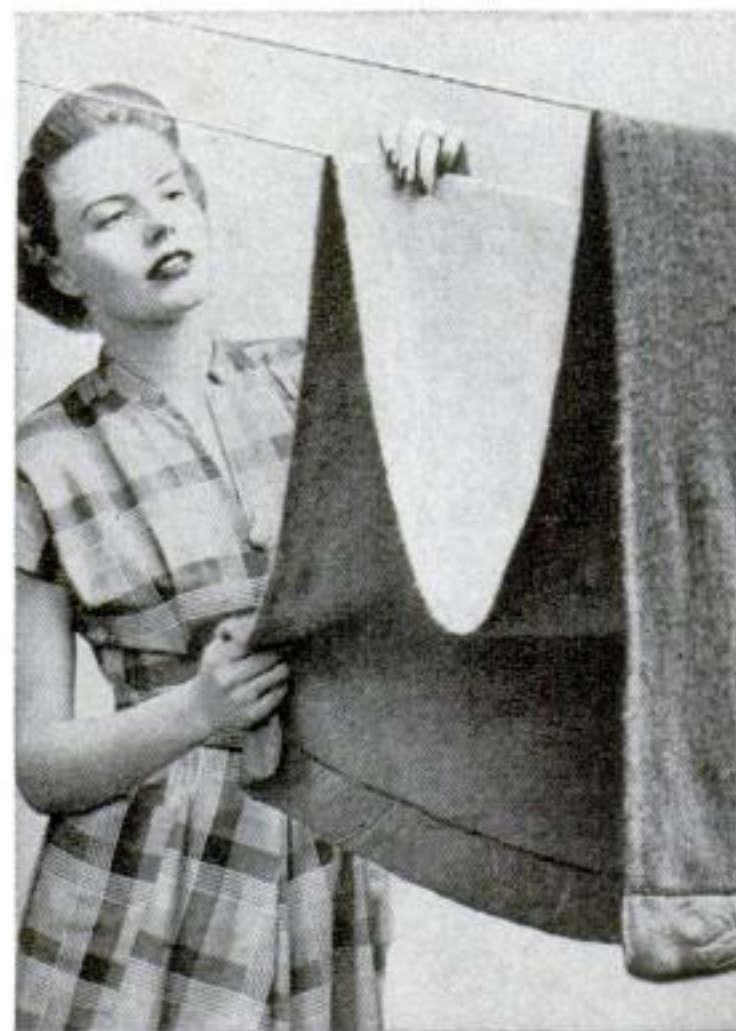


TO SHORTEN washing time, give stains and soiled areas such as bindings special treatment *before* washing. Brush a rich mixture of Rinso and warm water into the soiled areas with a soft brush or your fingertips.



THEN SOAK the blanket for ten minutes in lukewarm (100° F.) Rinso suds right in your washer. Use plenty of Rinso, as woolens soak up a lot of suds. Then, run the machine just long enough to shake loosened dirt out of the blanket. Thirty seconds to one minute is plenty. Don't forget, it is agitation while a blanket is

wet that causes shrinking and felting. Now drain off wash water and give blanket two deep rinses of not more than one minute each in fresh, lukewarm water. If your washer has a wringer, use it at the lowest pressure to extract water from blanket. If your washer spins water out, three minutes should be plenty.



PULL BLANKET gently into shape and hang to dry in warm, well-ventilated spot. Use a double line for quicker drying and to avoid stretching. If you have a dryer, pre-heat dryer with six large, clean, dry Turkish towels in it. Add blanket and dry for not more than 15 minutes. Feel it frequently and remove while still damp.



BRUSH damp blanket vigorously on both sides with a stiff-bristle or wire brush. This fluffs up the nap and helps bring the blanket back to size. Final touch for your soft, downy, Rinso-clean blanket is to press the bindings. Use a steam iron or dampen bindings lightly and press with warm electric iron (rayon setting).

SPORTS

A SHADOWY SILHOUETTE against Harvard stadium, a cheer leader pleads with the partisans to strain their lungs for alma mater.



PHOTOGRAPHED FOR LIFE
BY JERRY COOKE

**Football season
is made of sound
and color and
the old college try**

YEA TEAM!

Megaphones tilt against the bright early autumn skies, batteries of cheerleaders plead for noise and enthusiasm. The noise comes roaring back—"locomotives" and "yea teams" to let the world know that alma mater still can count on her thousands of sons and daughters, plus their wives and sweethearts.

The 22 young men out on the field in their gay uniforms go racing and tackling and tumbling in the

formations they have painfully learned in weeks of practice and blackboard study. They are the center of a vast bright world of shrill young fans and hoarse old ones, indefatigable back-flipping cheerleaders, waving banners, brassy marching bands, here and there the glint of a flask, all blending to make up a college football stadium on Saturday afternoon, whose unique mood is captured in these imaginative photographs.

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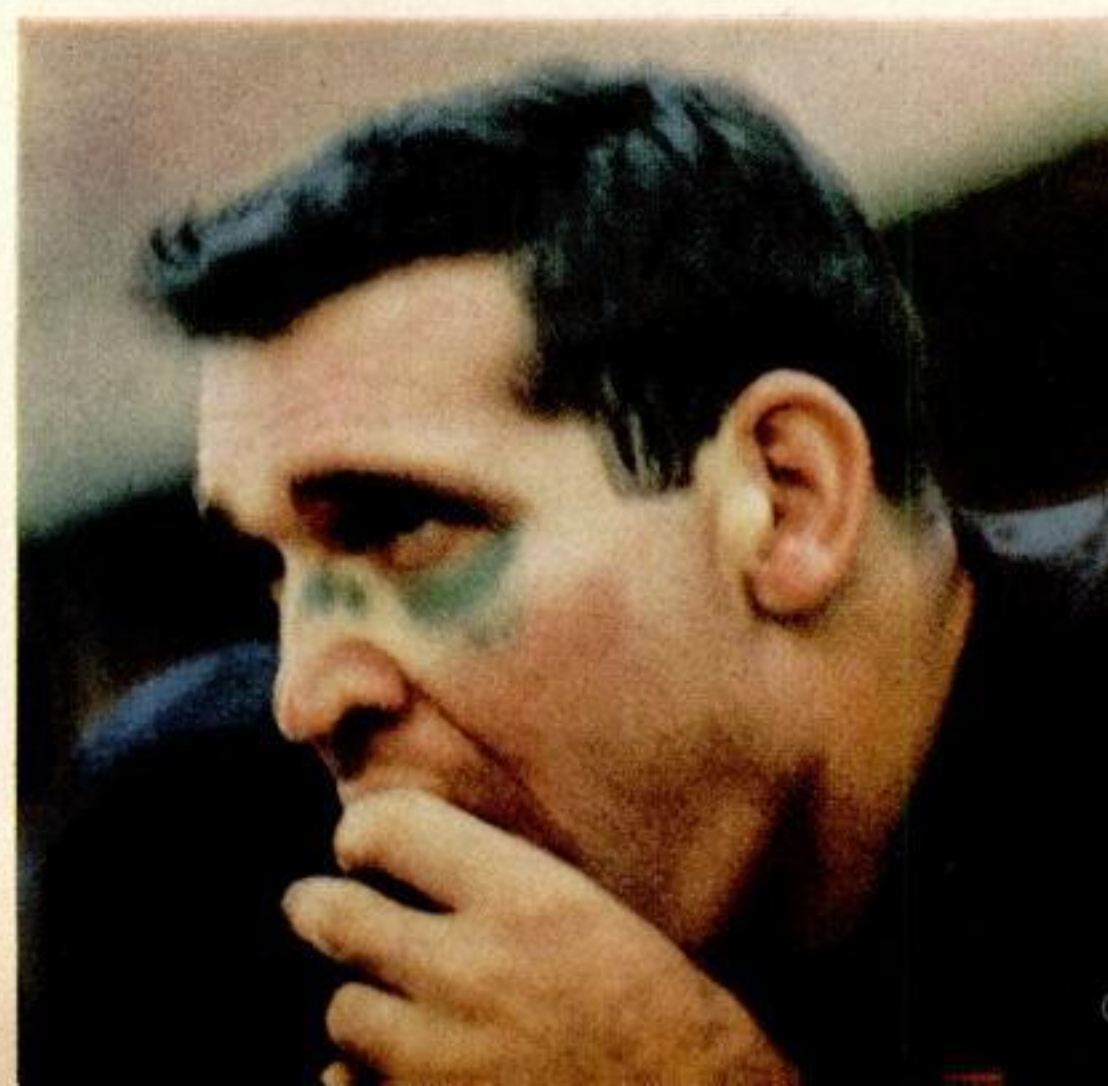


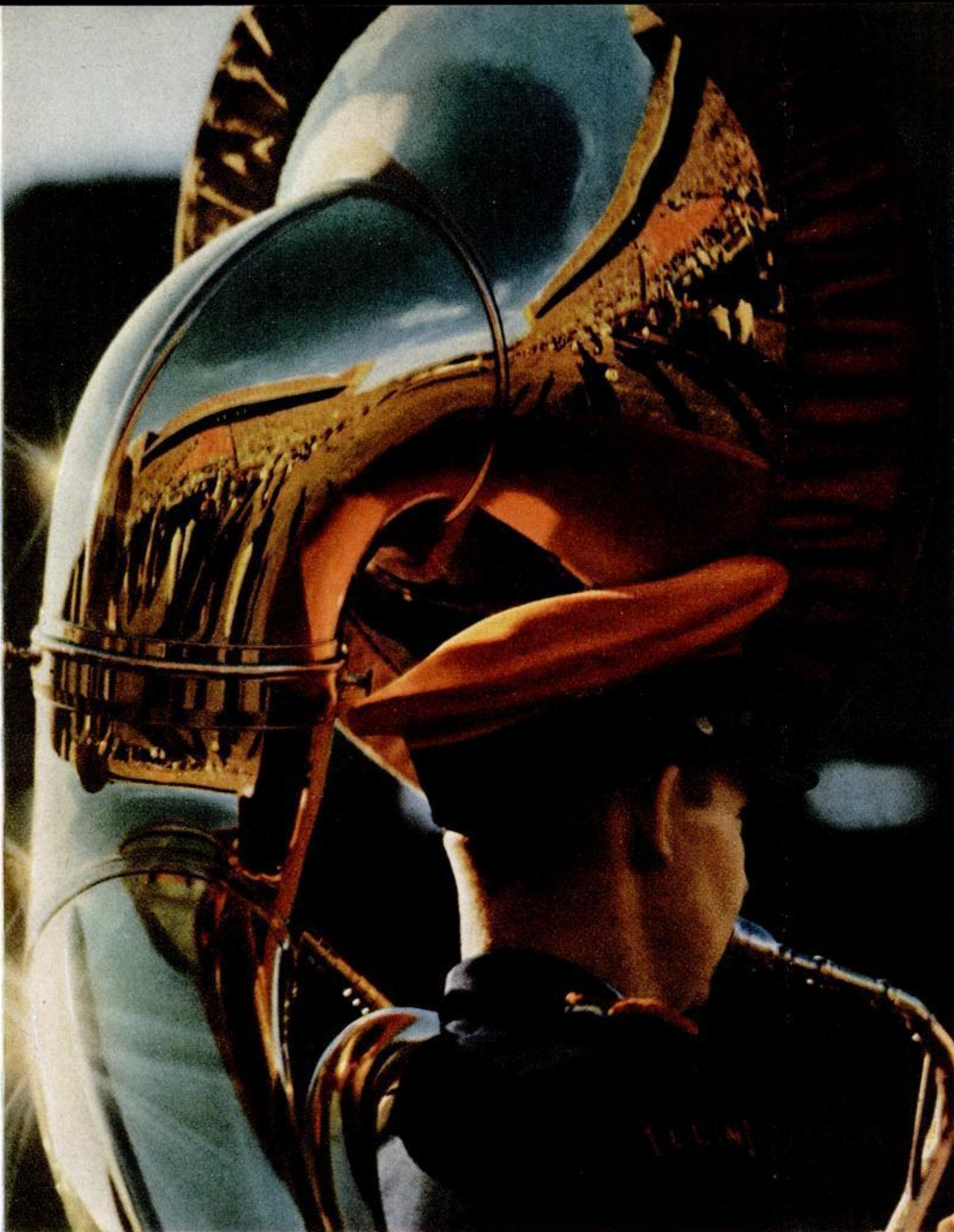
BIZARRE BLUR of people eddyding toward gates of stadium at Princeton is created by slowing down shutter speed. Photographer Cooke used same technique in taking picture above.



GHOSTLY SWIRL in pink catches mood of confused violence and action during Oklahoma-Nebraska game. Only inanimate, and therefore clear, figures in picture are the referees.

PAINTED PLAYER of Pennsylvania, resting on bench, absently sucks orange and watches game before going back into action. Green dye smeared under eyes cuts down glare from sun.





FOOTBALL CONTINUED

HALF-TIME STRETCH at Illinois is reflected in a polished sousaphone. The 175-piece Illinois band uses three times more manpower than football squad.

CHEERING COED, practicing her act, waves signal flags as she leads her fellow students at the University of Illinois in a thunderous I-L-L-I-N-I Yea!

PRE-GAME DRILL sends red-coated Harvard bandmen scurrying to get in line. Learning new formations takes more of their time than practicing music.





GOAL-POST PERCH of the Princeton Tiger entertains the crowd at half time. Student inside skin also romps on field, jittersbugs and mimics bandleader.





AFTER THE GAME a few stragglers stand amidst colorful disarray of cushions abandoned in Oklahoma's Owen Field as students carry off dismantled flagpoles.

Home chores done... in the office by 9

Working Wives...

cheer Pacific Contours® speedier bedmaking!



Jean Davis works for a New York fashion magazine... lives on Long Island with husband Dwight

7:45



Jean gets up first, wakes Dwight

7:46



His man-sized stretch can't pull out Contour Top Sheet* with its "Kick Fold"

7:51



Breakfast readied while Dwight shaves

7:56



Jean dresses, then makes beds

8:10



No slow tucking in, 4 boxed corners hold Contour Bottom snug... 2 boxed corners anchor foot of Contour Top.

8:11



One tug, bed tidy!

8:12



Speedy Pacific bedmaking allows second coffee

8:30



Off to work on time! Let Contours cut your morning rush, too!

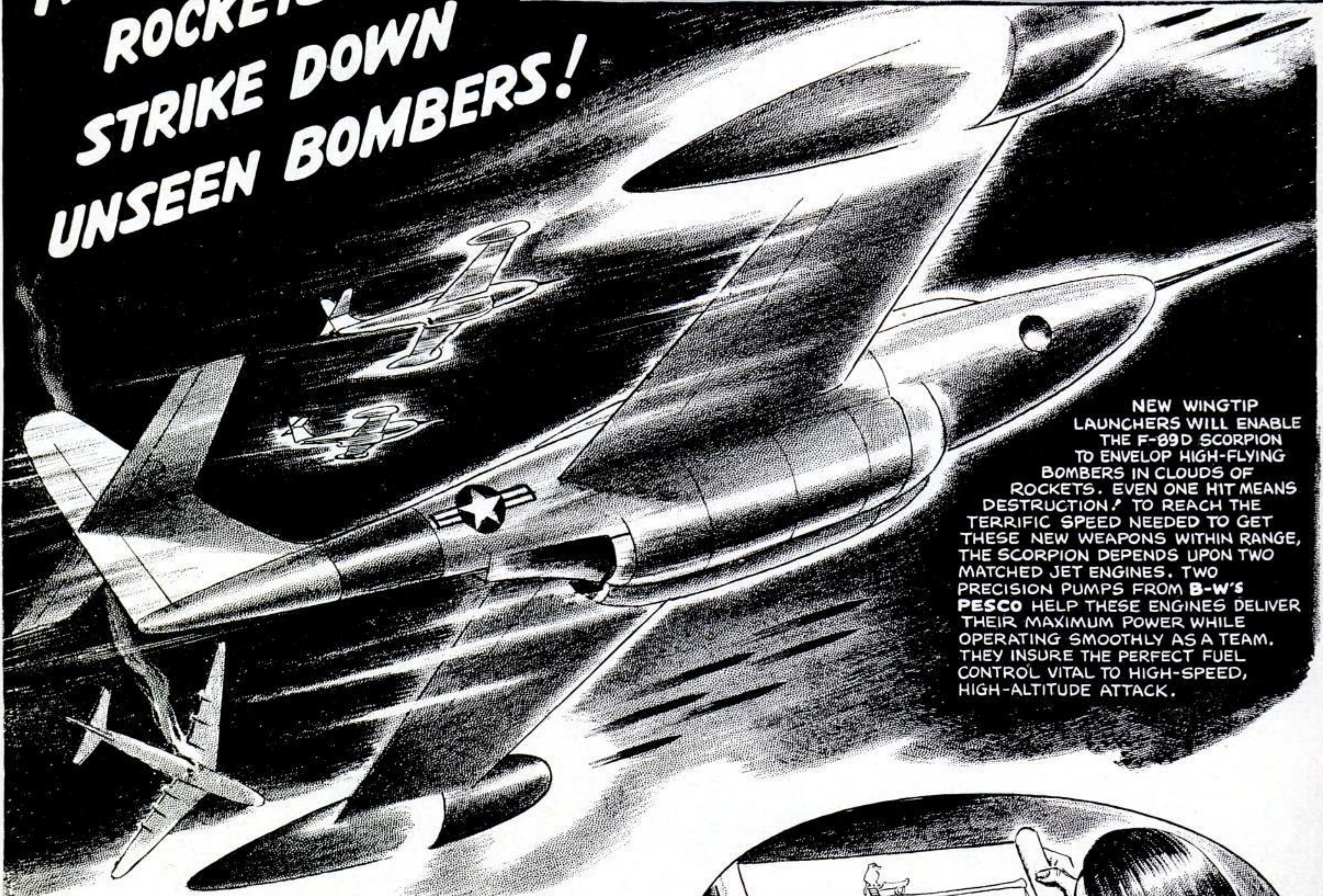
Everybody's changing to
PACIFIC
Contour
SHEETS

... the way to faster bedmaking,
neater, more comfortable beds

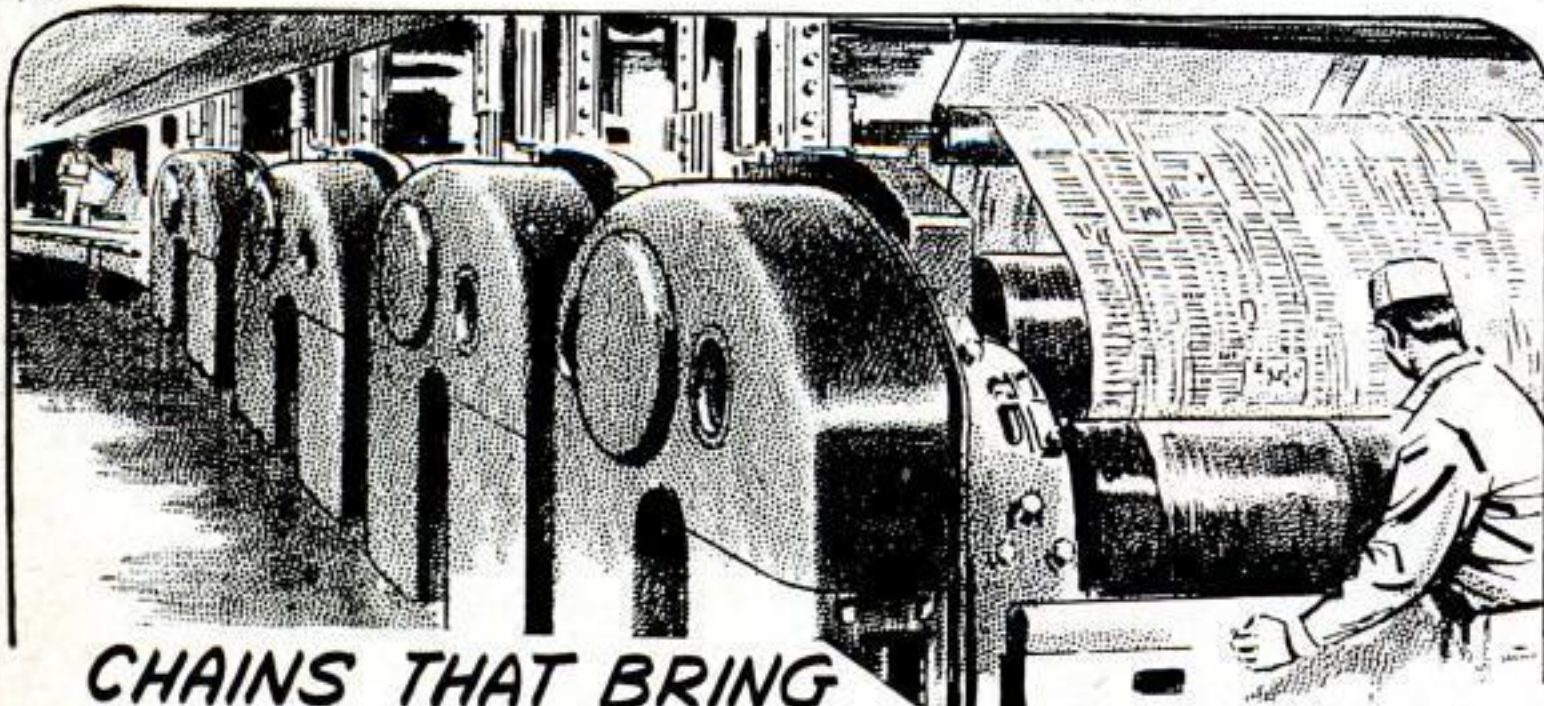
WRITE FOR BOOKLET. PACIFIC MILLS, DEPT. L-101, 1407 BROADWAY, NEW YORK 18, N. Y. • PACIFIC CONTOUR SHEETS • CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH

**NEW CLOUDS OF
ROCKETS TO
STRIKE DOWN
UNSEEN BOMBERS!**

RIPLEY'S



NEW WINGTIP LAUNCHERS WILL ENABLE THE F-89D SCORPION TO ENVELOP HIGH-FLYING BOMBERS IN CLOUDS OF ROCKETS. EVEN ONE HIT MEANS DESTRUCTION! TO REACH THE TERRIFIC SPEED NEEDED TO GET THESE NEW WEAPONS WITHIN RANGE, THE SCORPION DEPENDS UPON TWO MATCHED JET ENGINES. TWO PRECISION PUMPS FROM **B-W'S PESCO** HELP THESE ENGINES DELIVER THEIR MAXIMUM POWER WHILE OPERATING SMOOTHLY AS A TEAM. THEY INSURE THE PERFECT FUEL CONTROL VITAL TO HIGH-SPEED, HIGH-ALTITUDE ATTACK.



**CHAINS THAT BRING
NEW FREEDOM OF THE PRESS!**

HIGH-SPEED PRESSES PRINT 1000 COMPLETE NEWSPAPERS A MINUTE, GET OUT MORE NEWS FASTER. IN MANY PRESSES, SUCH TREMENDOUS OUTPUT IS MADE POSSIBLE BY HY-VO CHAIN DRIVES FROM **B-W'S MORSE CHAIN**. UP TO 3 TIMES STRONGER THAN THE USUAL CHAIN DRIVES, THEY CAN WHIRL HUGE PRINTING ROLLS FASTER WITHOUT BREAKING DOWN. SMOOTHER RUNNING, THEY ALSO PREVENT TEARING OF THE PAPER.



**EGYPTIAN GODS JUDGED
MAN'S HEART WITH A FEATHER!**

ANCIENT EGYPTIANS BELIEVED THAT AT DEATH THE GODS BALANCED A PERSON'S HEART AGAINST A FEATHER, THE SYMBOL THEN FOR VIRTUE AND GOOD DEEDS. IN MODERN AMERICA, TOO, A FEATHER STANDS FOR GOOD DEEDS. IT'S THE FAMOUS **RED FEATHER** AWARDED EACH FALL TO ALL WHO DONATE TO THEIR COMMUNITY CHEST. WEAR YOUR RED FEATHER PROUDLY-- CONTRIBUTE GENEROUSLY.

**185 PRODUCTS
IN ALL ARE MADE BY**

BORG-WARNER

Believe It or Not!

ENGINEERING

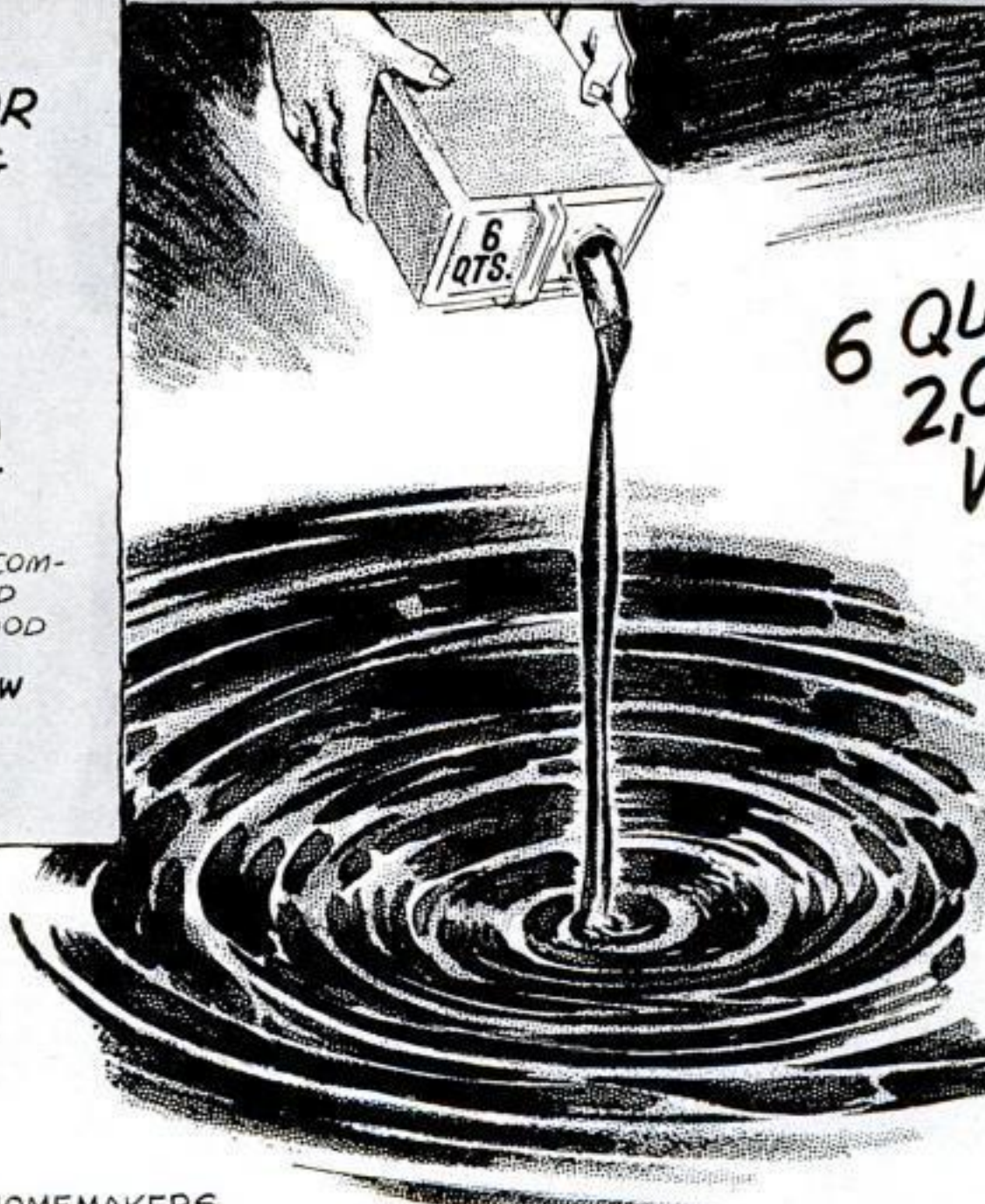
B-W

PRODUCTION

KEEPING FUEL FLOW BALANCED FOR THE HIGH-FLYING KILLERS... SAVING HOMEMAKERS 6 DAYS' WORK A YEAR... HELPING NEWSPAPERS SPREAD THE NEWS FASTER!

IN SO MANY WAYS **B-W** SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.

FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY **BORG-WARNER**. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL **B-W** EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH **B-W** EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF **B-W** HOME EQUIPMENT AND APPLIANCES.



6 QUARTS STIR UP A 2,000 GALLON WHIRLPOOL!

IN THE FAMOUS **B-W** AUTOMATIC TRANSMISSION A PUSH OF THE GAS PEDAL CREATES A RUSH OF OIL. OFTEN THE FLOW REACHES THE TREMENDOUS RATE OF 2000 GALLONS A MINUTE. THAT'S HOW THIS AUTOMATIC TRANSMISSION, MADE BY **B-W'S WARNER GEAR**, QUIETLY TRANSFERS POWER TO THE WHEELS WITH SUPER-SMOOTHNESS... EVEN ON THE FASTEST PICKUP.

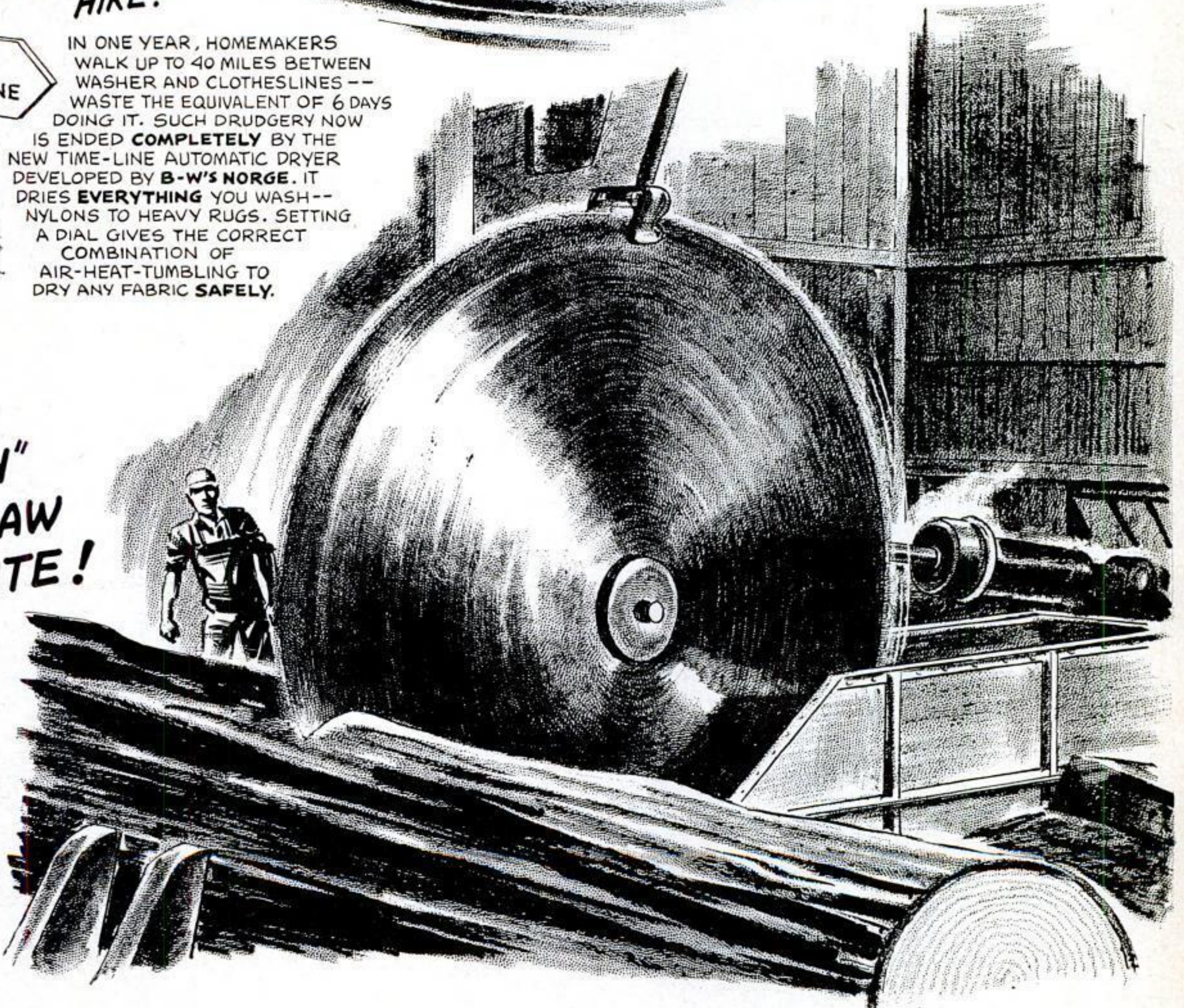


NEW DRYER DOES AWAY WITH 40-MILE WASHDAY HIKE!

IN ONE YEAR, HOMEMAKERS WALK UP TO 40 MILES BETWEEN WASHER AND CLOTHESLINES -- WASTE THE EQUIVALENT OF 6 DAYS DOING IT. SUCH DRUDGERY NOW IS ENDED **COMPLETELY** BY THE NEW TIME-LINE AUTOMATIC DRYER DEVELOPED BY **B-W'S NORGE**. IT DRIES **EVERYTHING** YOU WASH-- NYLONS TO HEAVY RUGS. SETTING A DIAL GIVES THE CORRECT COMBINATION OF AIR-HEAT-TUMBLING TO DRY ANY FABRIC **SAFELY**.

"FALSE TEETH" GIVE 9-FOOT SAW A PERFECT BITE!

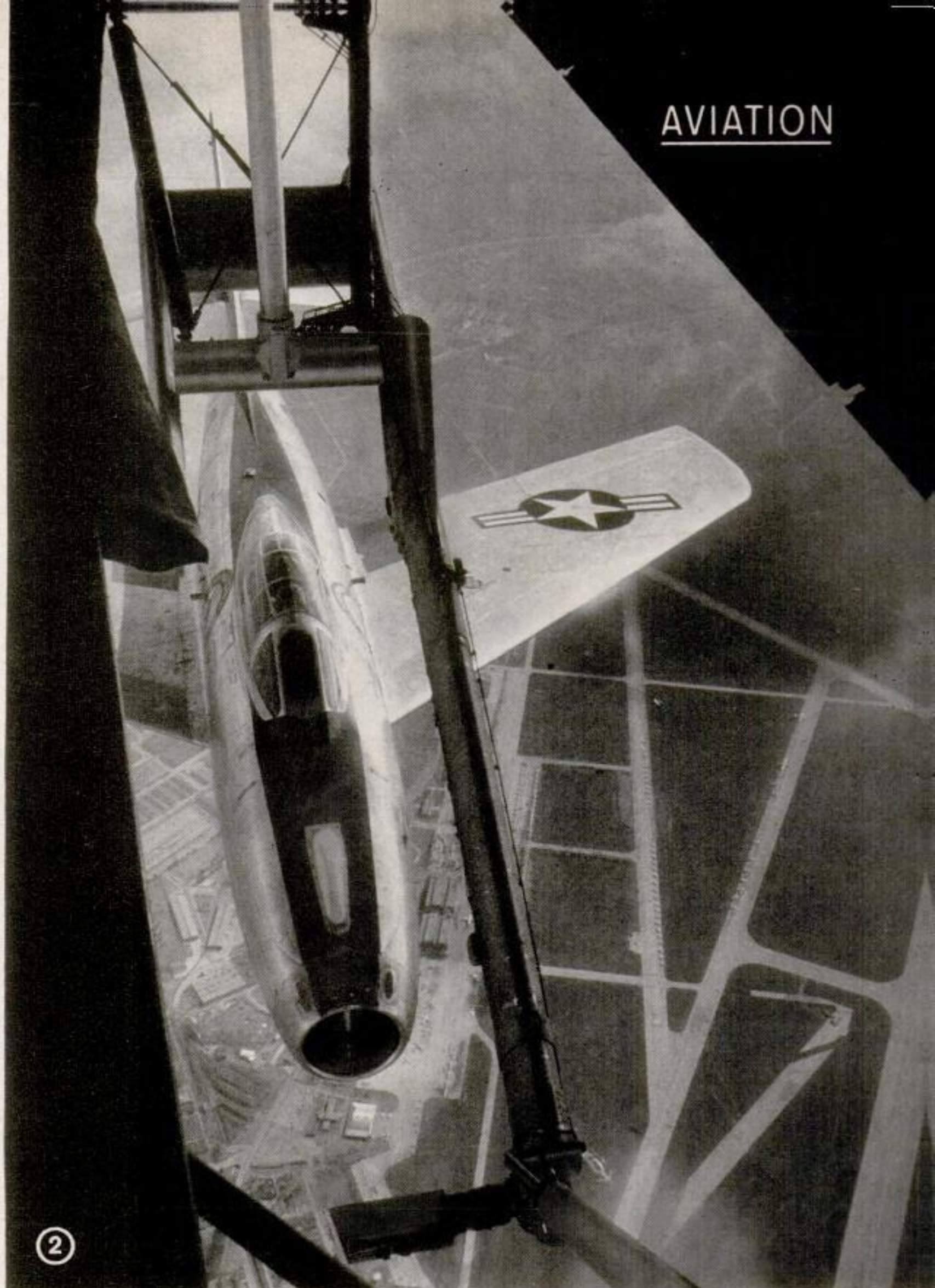
THIS ENORMOUS SAW CUTS HUGE FIR LOGS TO LENGTH IN SECONDS. TO DO THIS, ALL ITS TEETH MUST CUT EQUALLY. EVEN A FEW WORN TEETH CAN SPOIL THE BITE. SO **B-W'S ATKINS SAW** BUILDS IT WITH SPECIAL "FALSE TEETH" FITTED INTO THE RIM. ANY OR ALL OF THESE TEETH CAN BE REMOVED FOR SHARPENING OR REPLACEMENT TO KEEP THE SAW LIKE NEW INDEFINITELY.



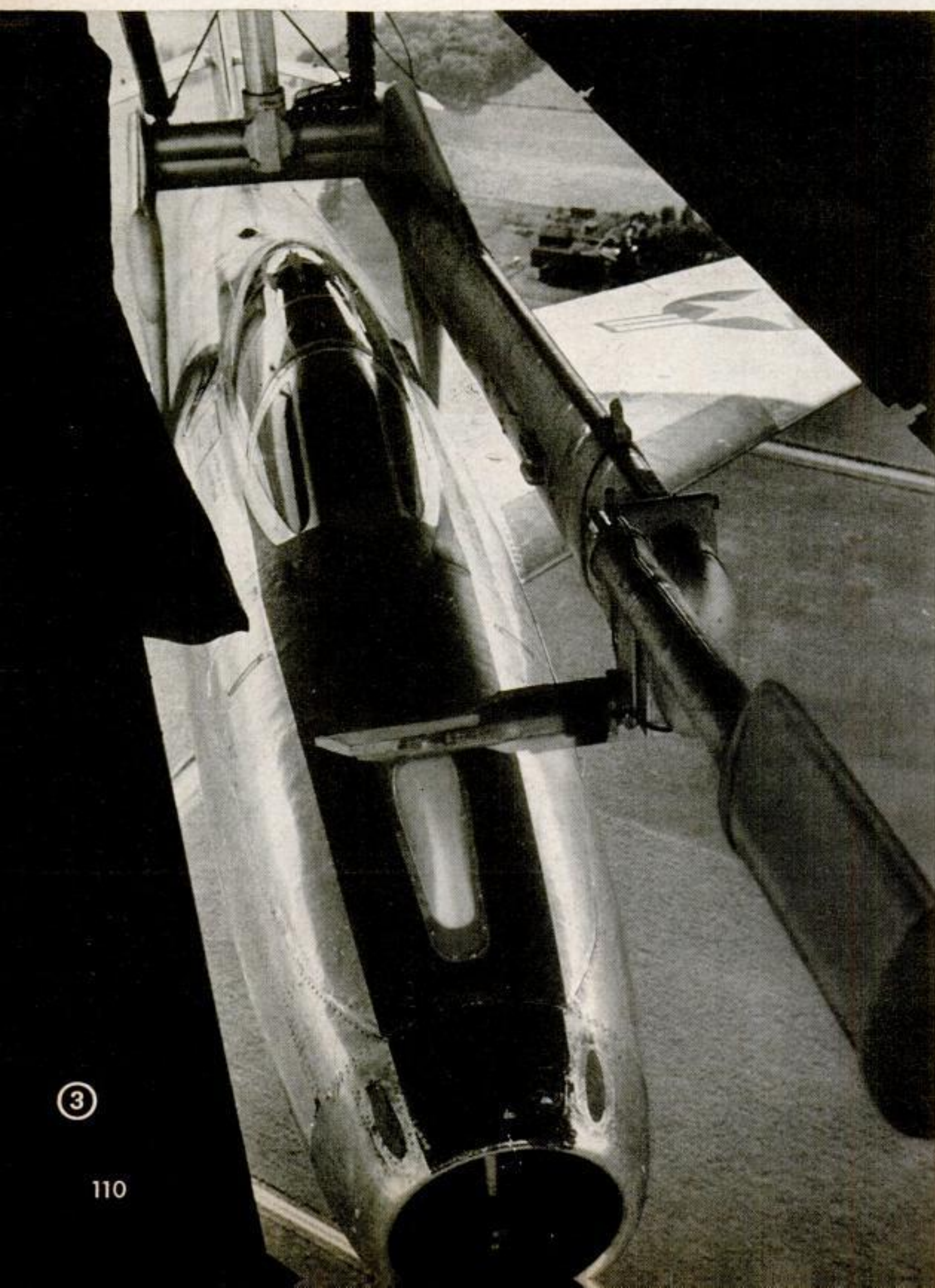
These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago: **ATKINS SAW** • **BORG & BECK** • **BORG-WARNER INTERNATIONAL** • **BORG WARNER SERVICE PARTS** • **CALUMET STEEL** • **CLEVELAND COMMUTATOR** • **DETROIT GEAR** • **FRANKLIN STEEL** • **INGERSOLL PRODUCTS** • **INGERSOLL STEEL** • **LONG MANUFACTURING** • **LONG MANUFACTURING CO., LTD.** • **MARBON** • **MARVEL-SCHIEBLER PRODUCTS** • **MECHANICS UNIVERSAL JOINT** • **MORSE CHAIN** • **MORSE CHAIN, LTD.** • **NORGE** • **NORGE-HEAT** • **PESCO PRODUCTS** • **REFLECTAL CORP.** • **ROCKFORD CLUTCH** • **SPRING DIVISION** • **WARNER AUTOMOTIVE PARTS** • **WARNER GEAR** • **WARNER GEAR CO., LTD.** • **WOOSTER DIVISION**



①



②



③

THE FLYING KANGAROO

B-36 launches and retrieves a fighter in mid-air

The perfection of a startling, kangaroolike technique has given the Air Force the world's first useful aerial aircraft carrier. The technique enables a B-36 to carry an F-84 Thunderstreak fighter in a huge, bomb-bay pouch, launch the jet in mid-air, retrieve it still in mid-air. These pictures show as much as security allows of this miracle of coordination.

As the F-84 approaches, the bomber's "Trapeze Operator" lowers an aluminum trapeze (1). Talking to the pilot over radio, the T.O. brings the fighter in under the B-36 (2) in a hair-raising operation—the pilot being now only 50 feet from the flailing blades of the six B-36 propellers. The T.O. then lowers the trapeze which makes a double contact (3) with the F-84: a catch (forward) engages a hook in the fighter's nose, then a U-frame grasps it (aft). The F-84 shuts off its engine and is hoisted into the B-36's bomb bay, where the sweating pilot can step out.

Launching, the pilot enters his plane from the bomber, trapeze is lowered, the jet started. The plane drops free, the pilot speeds ahead. This technique would permit the B-36 to fly up to 5,000 miles, release the sonic-speed F-84 500 miles from target and start back while the Thunderstreak drops its A-bomb, rejoins the B-36 and is recovered in mid-air.



F-84 IS RAISED INTO B-36'S BOMB BAY AFTER CONTACT WITH "TRAPEZE"

Be WISE About KING SIZE

Ask yourself...
Do you have *all* this with
your *present* cigarette?

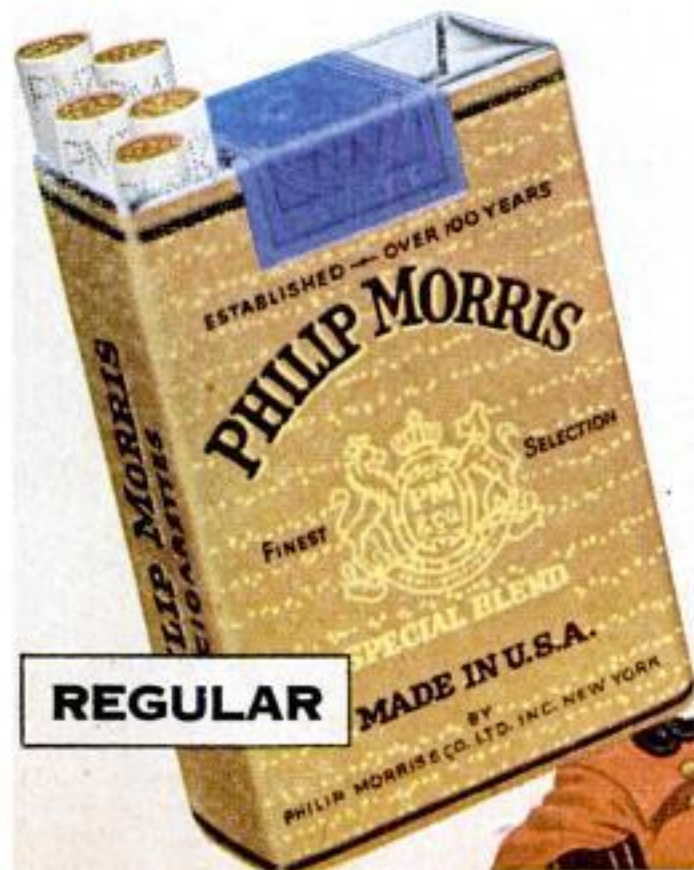
- Clean, fresh taste after smoking
- Full enjoyment of food
- Freedom from cigarette cough
- Mouth and throat comfort
- All day smoking enjoyment

If you answer "NO" to ANY of these questions—

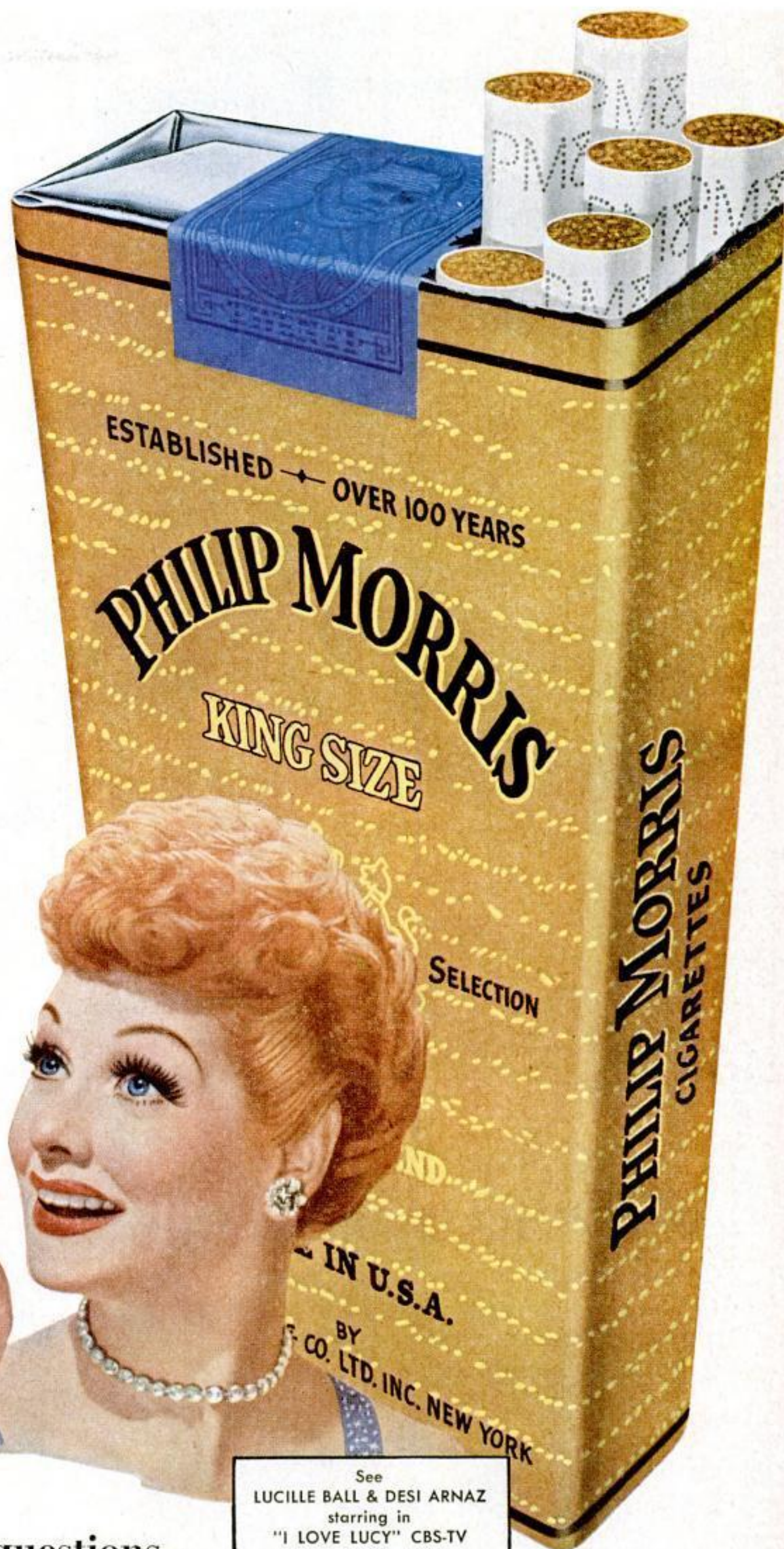
IT'S TIME TO CHANGE TO PHILIP MORRIS!

Thousands are switching to PHILIP MORRIS King Size! Because this King
gives them every *good* thing they want in a cigarette.

That's why . . . it's time for you to change to PHILIP MORRIS. Your *taste* can tell . . .
your *throat* can tell that PHILIP MORRIS, King Size
or Regular, is America's *finest* cigarette.



CALL FOR PHILIP MORRIS



See
LUCILLE BALL & DESI ARNAZ
starring in
"I LOVE LUCY" CBS-TV



Hustle right down to your grocer's
and fill your chuck-wagon from those purty
DEL MONTE Round-Up displays—there's
flavor-first eating fun for everyone!

SUMMER ORCHARD FLAVOR
UNLIMITED!

BOUND FOR REFRESHMENT
WITH SPARKLING JUICES!

SPECIAL DELIVERY OF
GARDEN GOODNESS!

Yippee! They're all a-headin' for the

DEL MONTE BRAND ROUND-UP

Better come along! It's time to stack your cupboard high with these rip-roarin' flavor bargains for winter appetites ahead. All your favorites—all branded DEL MONTE!

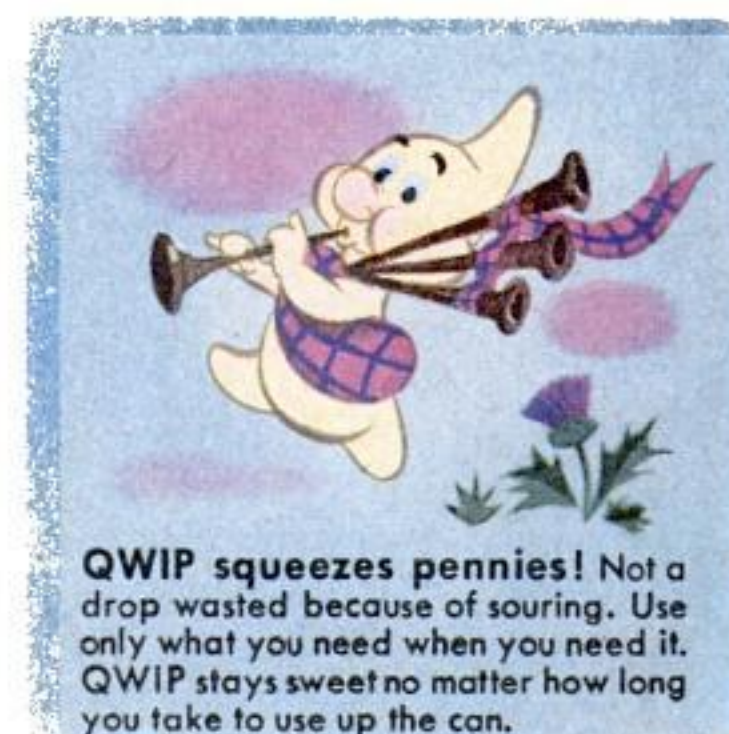
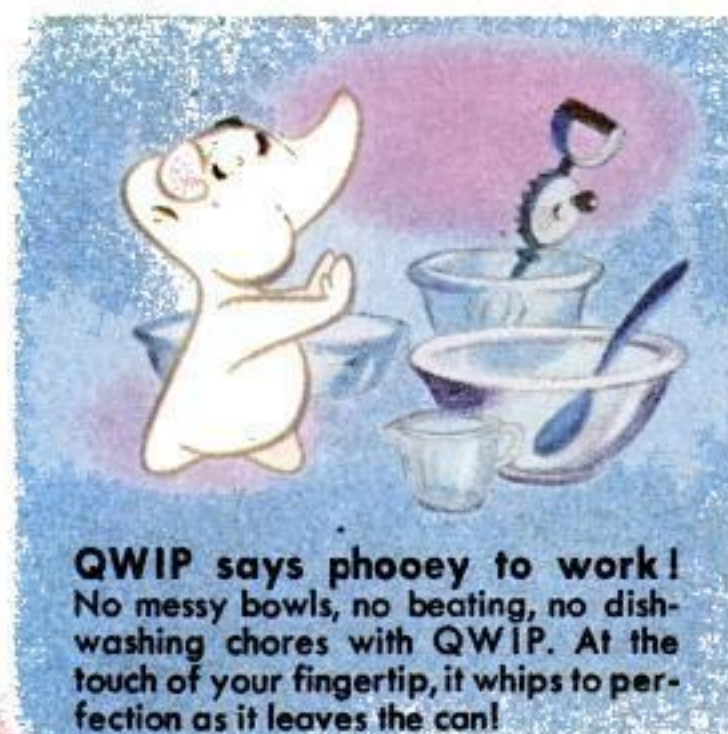
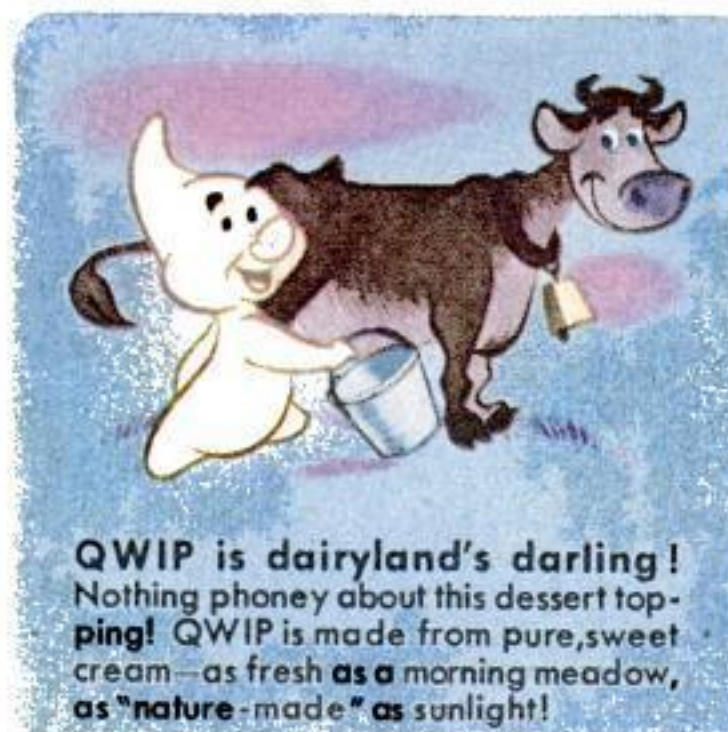
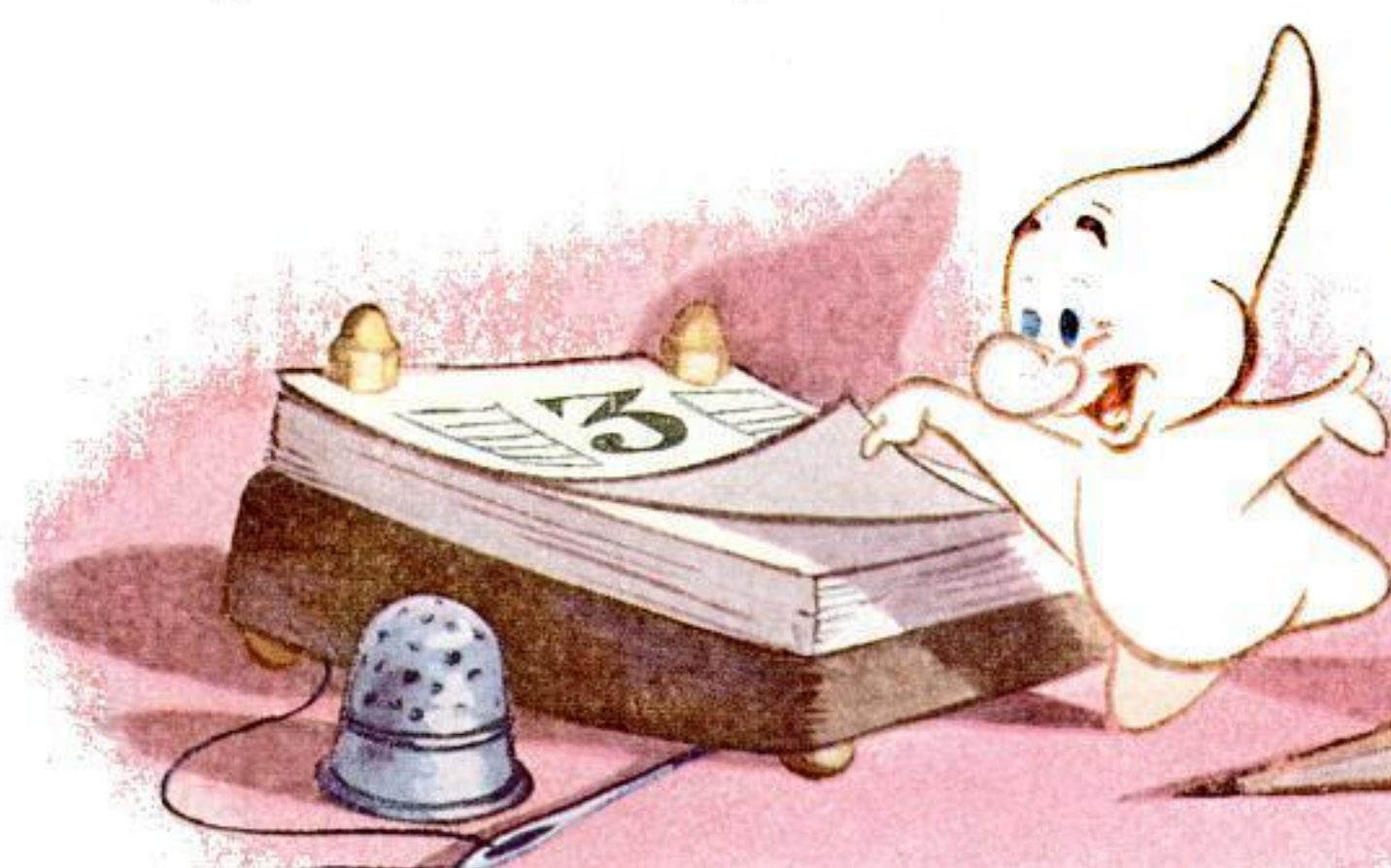


You know the famous
DEL MONTE Brand's your guide to
dependable quality in luscious
fruits, tender vegetables
—dried fruits, too.

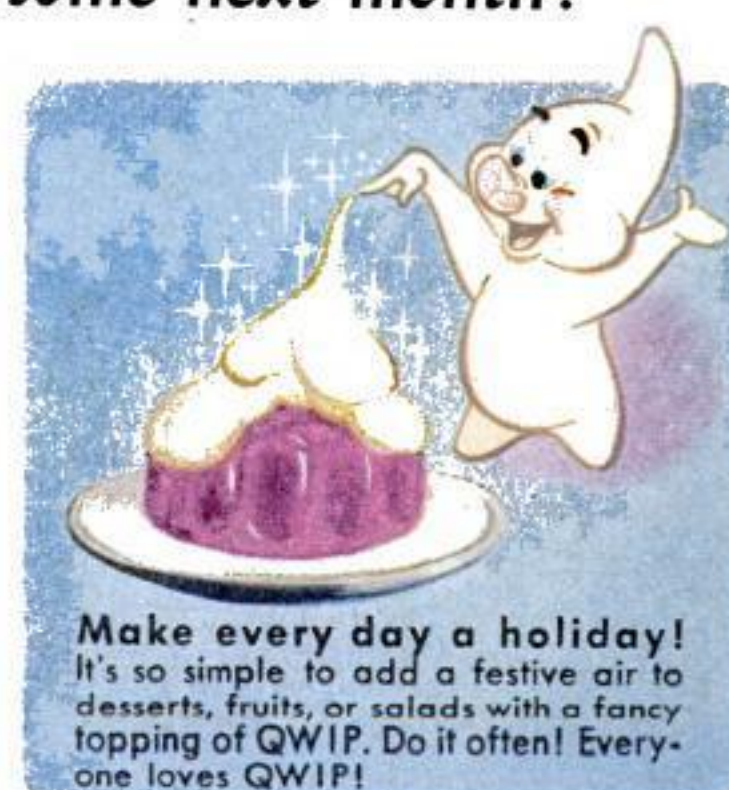
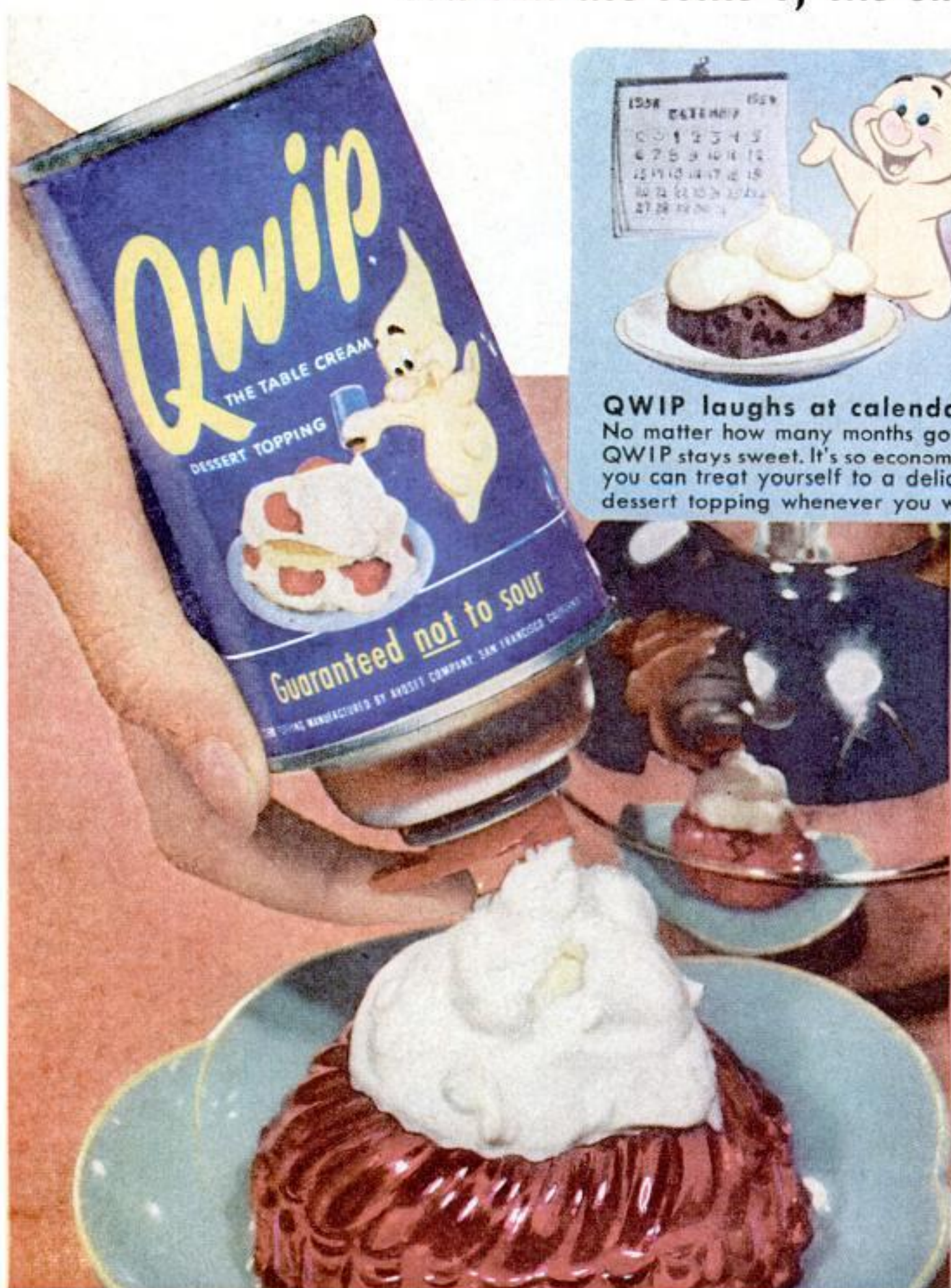
AT GROCERS' NOW!
OCTOBER 1 TO 31

THE TANTALIZING TALE OF
**The cream that
won't sour!**

QWIP...made from real cream...
 never, never sours no matter how long
 you take to use up the can!



You can use some of the can today...some next week...some next month!

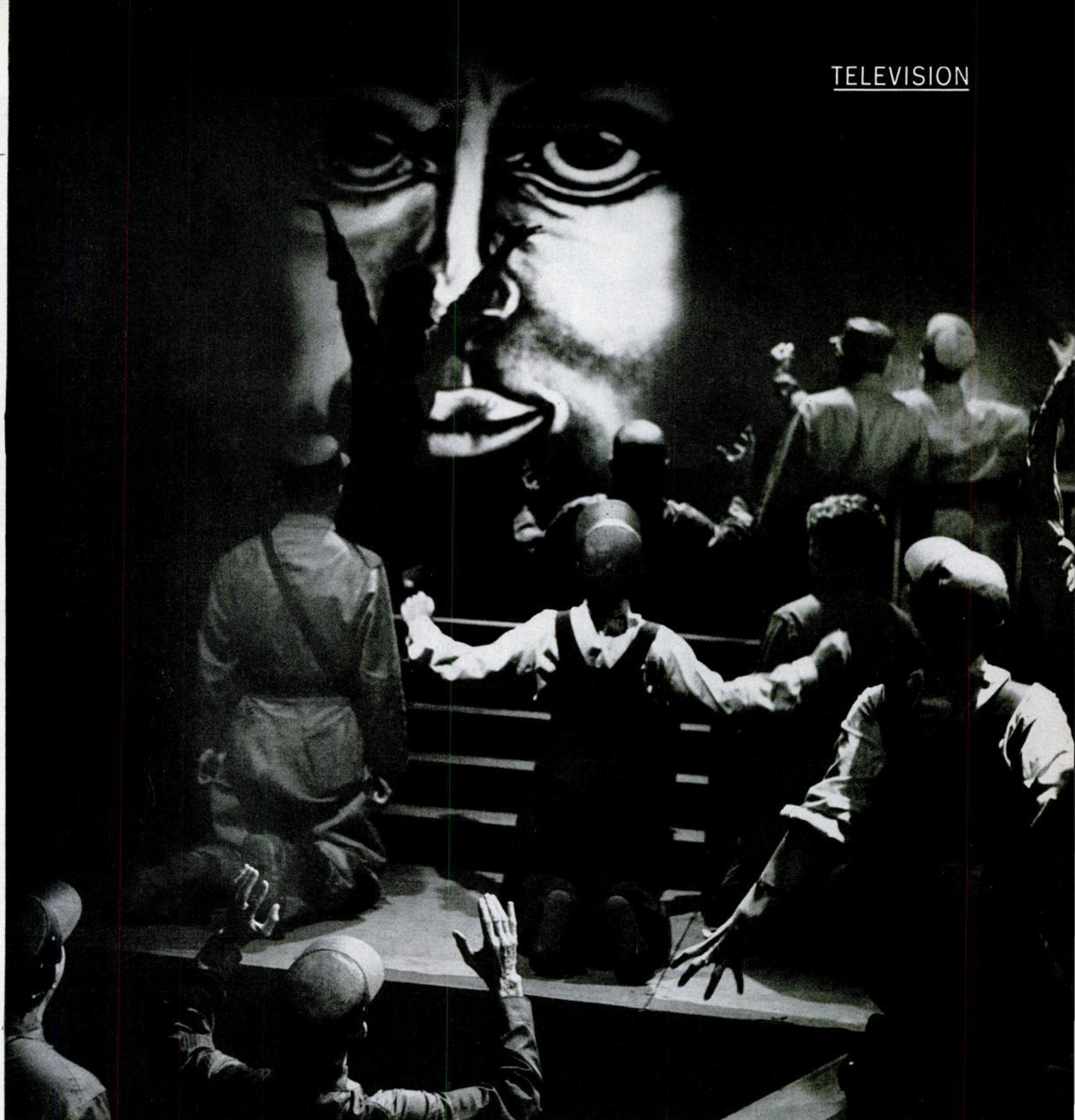


Buy QWIP today...use some of it now...use some of it a week from now...a month from now. Remember: QWIP stays sweet till the can is empty!

QWIP is not a “here today, gone tomorrow” perishable!

Buy QWIP today...it's the amazing whipped topping, made from real cream, with a hundred and one uses...a hundred and one reasons for keeping it always on hand!

 **Qwip**
 Whips at your fingertip!



KNEELING IN ADORATION BEFORE IMAGE OF "BIG BROTHER," THE CITIZENS OF "1984's" TOTALITARIAN STATE FLAIL AIR AND HYSTERICALLY CHANT, "B.B! B.B!"

A 1984 SPECTER ON 1953 SCREENS

New TV season gets lively start with Orwell's story of Big Brother and his terrifying totalitarian state

With the autumn television season just getting into gear, *Studio One* (CBS-TV) came up with one of the most ambitious TV projects of recent years. This was an adaptation of George Orwell's *1984*, a novel about a totalitarian state where everybody's thoughts and actions are spied on, where history is altered to correspond with the rulers' dictates, where all that matters is a godlike ruler called Big

Brother. Technically forbidding, the play took four months to prepare, but with good acting, imaginative lighting and simple sets the producers helped drive home much of Orwell's terrifying warning that any control of a nation's thought inevitably brings decay of the human mind and spirit. A brave and stimulating effort, TV's *1984* was good enough to inspire the hope that it will be repeated soon.



BLUE BELL WRANGLER jeans, jackets, shirts have that real Western cut—and they're ready for rough and tumble wear. That's why five of the last six all-around world rodeo champs* wear them!

Wranglers fit—they're Sanforized to keep on fitting. Jeans have handy zipper closure that won't warp or buckle. Heavy 11-oz. denim. Just try to wear them out! Jeans for men, \$3.69; youths, \$3.49; boys, \$2.79.

Men's jackets, \$4.29; shirts, \$4.29.

Misses' jeans (8 oz.), \$2.98; girls',

\$2.79. A money-back guarantee!

Blue Bell, Inc., Greensboro, N. C.,

World's Largest Producer of Work

Clothes.

*RCA Ratings



"Shop all you like, dear ... I'm wearing shoes with Foamex comfort cushioning!"

In shoes... in slippers... ask for the pillow-soft comfort of Firestone Foamex cushioning.

Firestone
FOAMEX®



5¢ everywhere. Also in 10¢ and larger "take home" packs.

Chocolate covered mint patties, no bigger 'round than a nickel. Yum! They're the sweetest buy in town!

JAMES O. WELCH COMPANY
CAMBRIDGE, MASS. LOS ANGELES, CALIF.

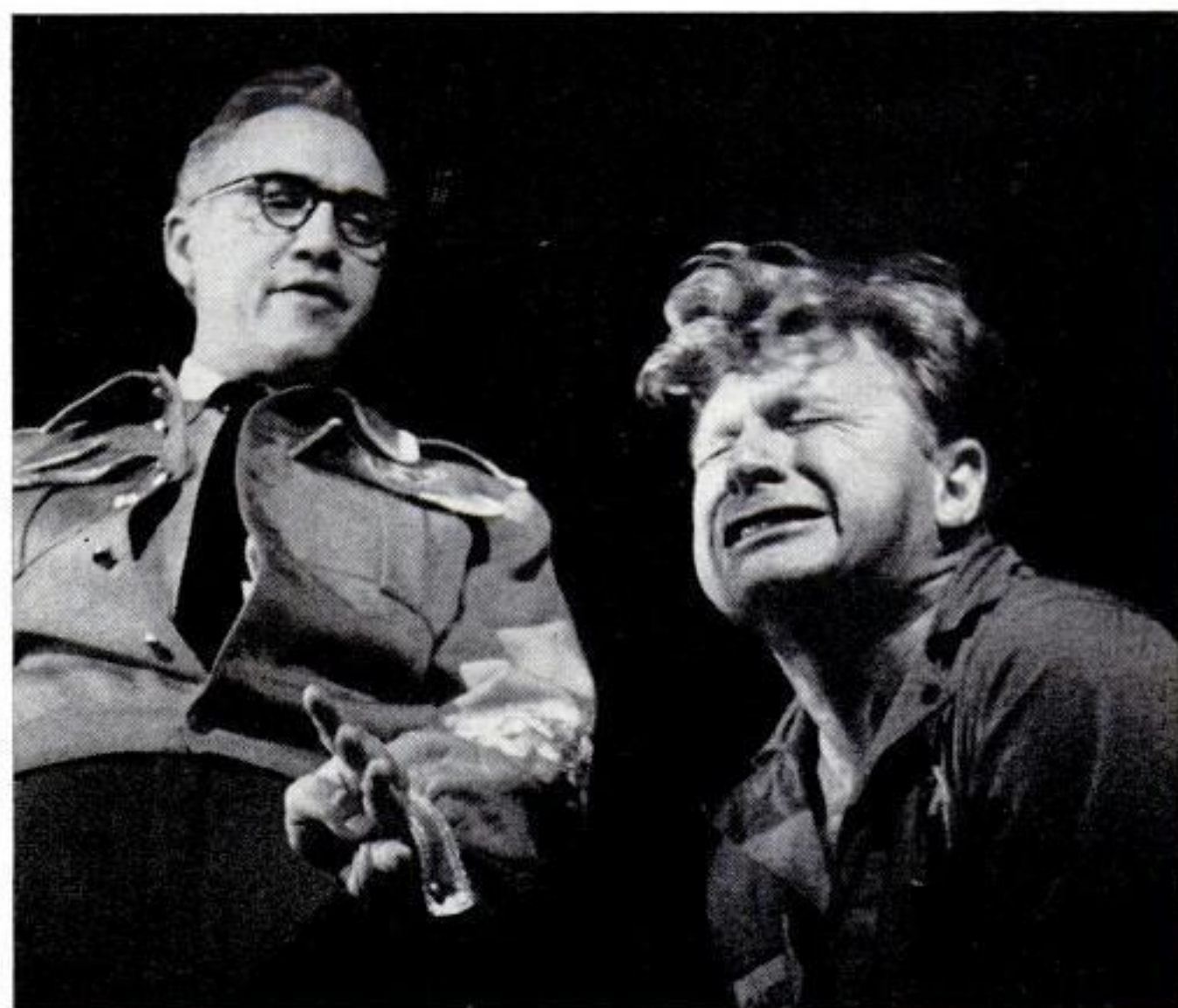
'1984' CONTINUED



UNDER SCRUTINY of omnipresent "telescreens" which watch every citizen's move, Winston Smith (Eddie Albert), a worker in "Ministry of Truth," shows the screen he is not carrying any forbidden literature in his briefcase.



A MOMENT OF LOVE, which is a crime against state, comes when Smith's girl Julia (Norma Crane) surprises him by wearing an attractive gown instead of uniform. Lovers are spied on by a TV screen disguised as a mirror (left).



LESSON IN MIND CONTROL is given when Smith, who has tried to join underground, is arrested and tortured until he convinces his inquisitor (Lorne Greene) that he sees five fingers when the inquisitor is holding up only four.

CONTINUED ON PAGE 118

WHAT'S DIFFERENT ABOUT SILF SKIN?

QUESTION: Why is a Silf Skin more comfortable in the crotch area?

ANSWER: It's knit from one continuous strand of yarn — *entirely without seams* — in the crotch or anywhere else!

QUESTION: Why is a Silf Skin more comfortable *all over* than any other pantie girdle?

ANSWER: Because it's the only seamless *full-fashioned* pantie girdle in the world!

QUESTION: What is full-fashioning?

ANSWER: It's knitting to shape, smoothing each contour evenly. (Examine a Silf Skin —

you'll see the ingenious way that the knitting changes direction to follow your figure.)

QUESTION: How will a full-fashioned garment give me contour beauty as well as comfort?

ANSWER: Because a Silf Skin is knit to fit, it gives you firm control *where you need it* for a *naturally* beautiful silhouette.

Try a Silf Skin. Compare a Silf Skin with any other pantie you've ever worn. You'll know why more and more women are switching to SILF SKIN for comfort — for beauty.



Silf Skin

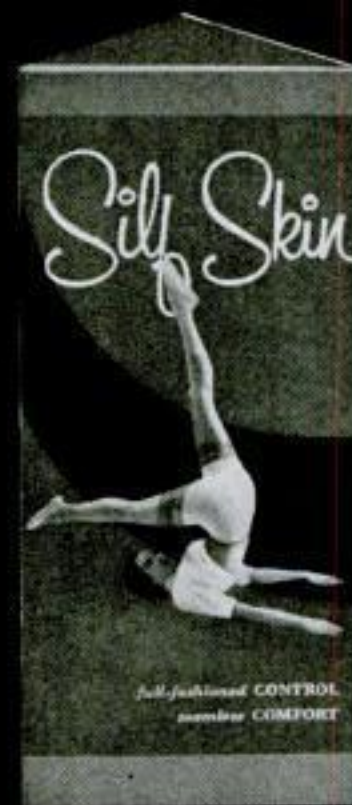
Other full-fashioned Silf Skin girdles and pantie girdles at \$5 (rayon elastic), \$7.50 (nylon elastic), \$10.95 (pure silk elastic).

For name of store nearest you, write SILF SKIN, INC., 10 East 39th Street, New York 16, N.Y., 510 King Street West, Toronto, Canada.

\$5

at fine stores
everywhere
(Style #200)

LOOK FOR THE
DISTINCTIVE
RED AND GOLD
PACKAGE.



'1984' CONTINUED

CARTOONS HAD DIFFERENT LOOK



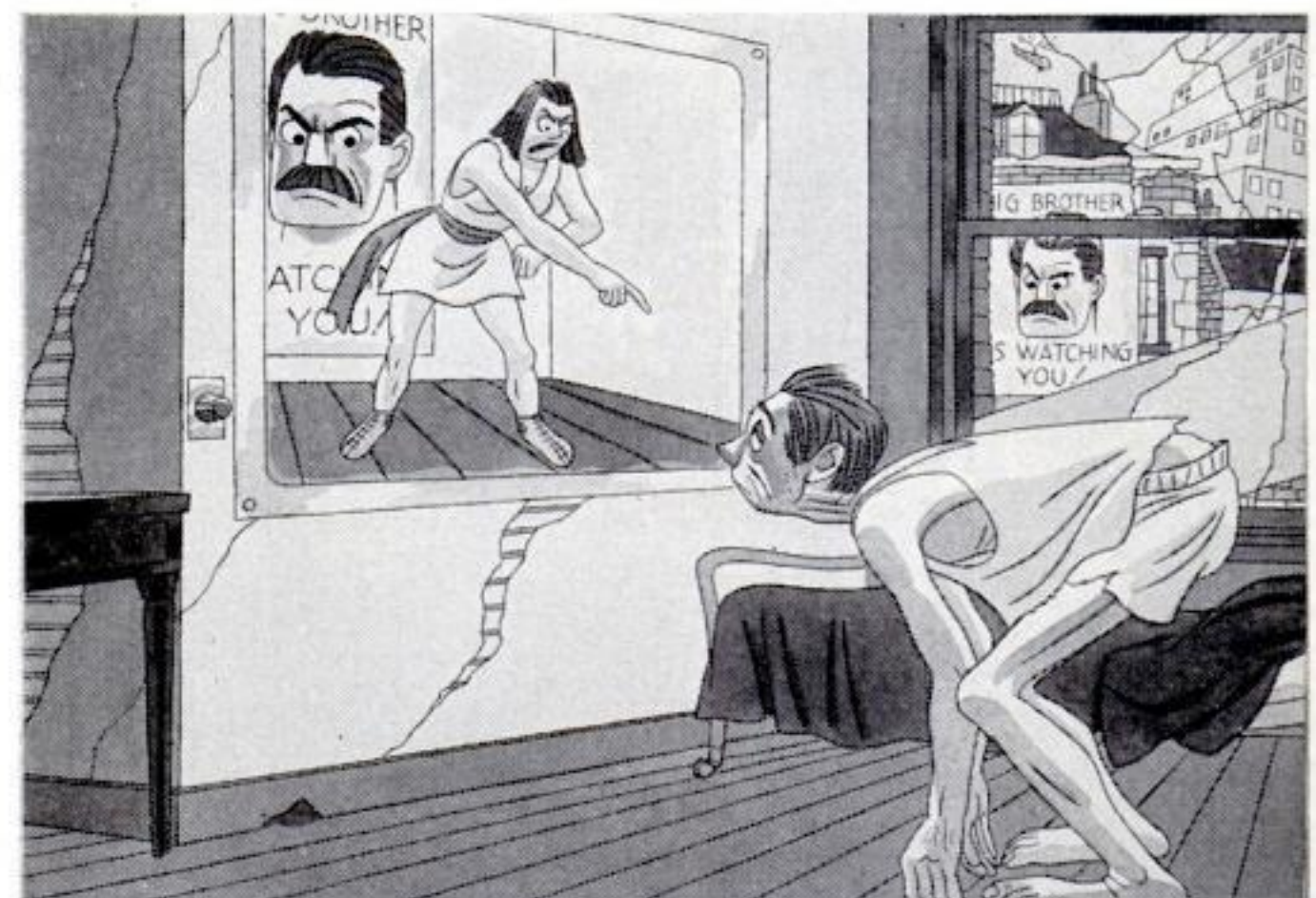
METROPOLIS OF "1984," as illustrated by Abner Dean for LIFE's story on 1984 (July 4, 1949), is dominated by "Ministry of Truth" building (right).



TORTURE SCENE showed Smith on racklike table. Inquisitor could submit him to any degree of pain merely by flicking the dial on machine at right.



HATE SESSION is a two-minute interval during which image of the party's archenemy is flashed on screen, whipping citizens into frenzy of fury.



RULE BY "TELESCREEN" is maintained by two-way television sets which pick up as well as transmit images and are tuned in all the time on all citizens.



Precious pumps... subtly seductive in their simplicity. Yours in hi-fashion fall colors.

Smartness in fashion is attention to detail... accessories that accent the loveliness of you! You have but to choose the Sundial style that compliments your wardrobe... puts you in the fashion class... "tres chic."

FASHIONABLY PRICED, TOO!

\$7⁹⁵ TO \$10⁹⁵

At better independent stores!

Sundial Shoes FOR WOMEN

a world of fashion at your feet!

© 1953
SUNDIAL SHOE COMPANY, Manchester, N. H.
Division of International Shoe Company

FOREMOST IN FINE CHOCOLATES SINCE 1842

One Name—One Quality

NEW!
and smart
as can be



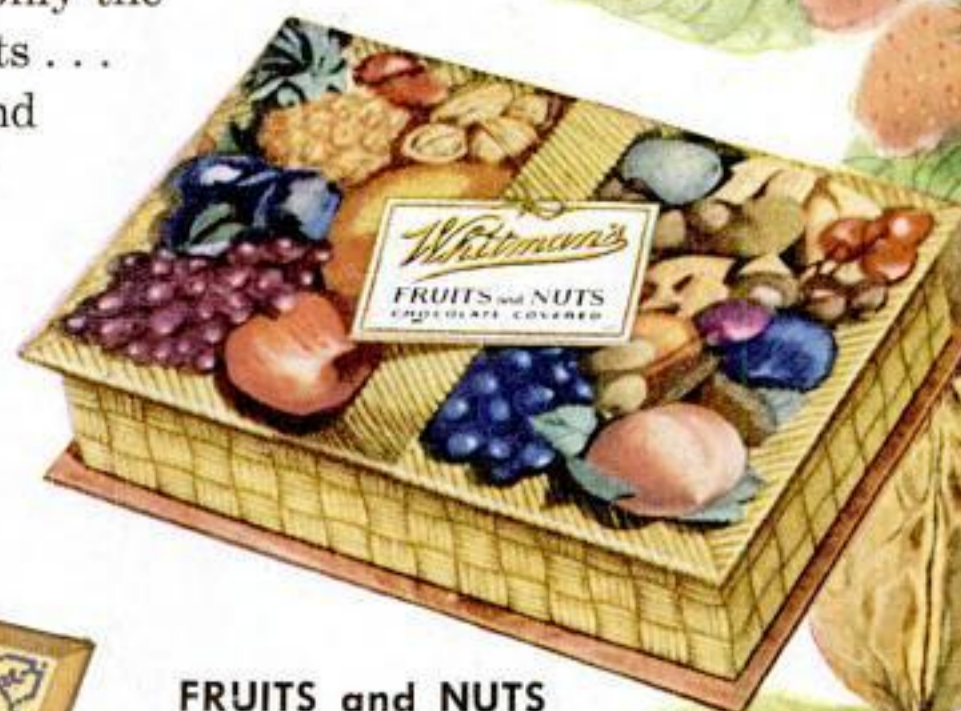
GOLDEN FLAIR

This beautifully designed box in floral gold and bronze contains a choice selection of pieces—all Whitman's quality.

1 lb. \$1.65

Many assortments—all *Whitman's*

Let your taste decide among the many attractive assortments. You'll find *one* standard throughout—the highest. For Whitman's use only the finest in candy-making ingredients... the cream of the world's fruits and nuts and chocolate. Remember—the choice is yours... the quality is Whitman's.



FRUITS and NUTS

An exciting assortment of rare fruits and nuts—in superb Whitman's-quality chocolate.

1 lb. \$2.00



WHITMAN'S SAMPLER

You have only to open the box, consult the guide to selection on the inside cover, and you're off to happiness among the luscious variety.

The Finest Box of
Chocolates in the World

1 lb. \$2.25

2 lbs. \$4.50

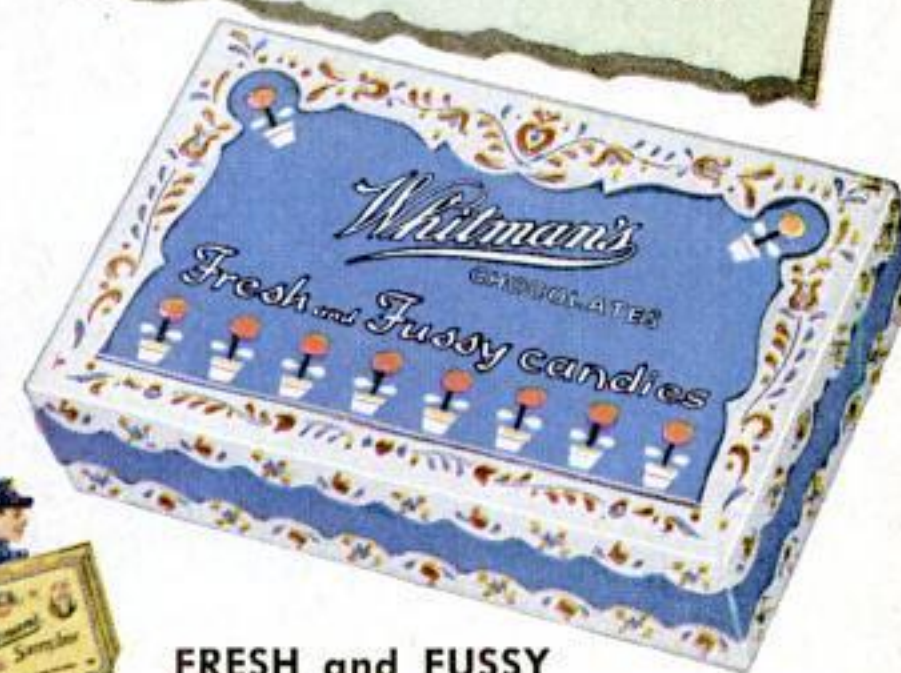


DEVON

A smart modern assortment of wide variety and appeal.

1 lb. \$1.50

Whitman's
CHOCOLATES



FRESH and FUSSY

Another of Whitman's newest successes! A home box for family enjoyment.

1 lb. \$1.39

COPR. 1933, STEPHEN F. WHITMAN & SON, INC., PHILA.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

What's for dinner today, baby?



Check Your Favorite's Favorites!

GERBER'S NEWEST ADDITIONS:

- ☐ Strained Orange Juice
- ☐ Strained Egg Yolk
- ☐ Teething Biscuits

GERBER'S STRAINED MEATS

- ☐ Beef
- ☐ Veal
- ☐ Lamb
- ☐ Liver & Bacon
- ☐ Pork
- ☐ Beef Liver
- ☐ Beef Heart

GERBER'S STRAINED VEGETABLES & SOUPS

- ☐ Spinach
- ☐ Carrots
- ☐ Green Beans
- ☐ Beets
- ☐ Peas
- ☐ Squash
- ☐ Vegetables & Bacon
- ☐ Sweet Potatoes
- ☐ Mixed Vegetables
- ☐ Vegetables & Liver
- ☐ Vegetables & Lamb
- ☐ Chicken Soup
- ☐ Vegetables & Beef

GERBER'S STRAINED FRUITS AND DESSERTS

- ☐ Pears
- ☐ Peaches
- ☐ Applesauce
- ☐ Prunes
- ☐ Pears & Pineapple
- ☐ Apricot-Applesauce
- ☐ Plums with Tapioca
- ☐ Apricots with Farina
- ☐ Custard Pudding
- ☐ Chocolate Pudding
- ☐ Orange Pudding
- ☐ Banana Pudding

Something pretty special —like Gerber's Strained Foods, no doubt! For Gerber's are the people who make baby foods and nothing else . . . offer a really complete menu for babies. Delicious fruits and vegetables with appealing true-to-nature colors and flavors. Nourishing soups . . . wholesome desserts. All carefully prepared by experts . . . all brimming with natural goodness . . . all with the special, extra-smooth texture your baby prefers!

Gerber's Strained Meats are tempters, too, for your rapidly growing baby. Made from selected Armour cuts . . . specially processed for a minimum of fat and fiber. Easy as milk to digest! Rich in important body-building complete proteins that babies need, Gerber's Meats are juicy, savory, appetizing. Ready to serve . . . economical . . . no waste!

ARMOUR



There's enjoyment for your baby at every age—with Gerber's four Baby Cereals . . . 34 Strained Foods . . . and over 20 Junior Foods with tender, minced texture teething tots enjoy! A wonderful choice—to help baby associate food with fun . . . encourage good eating habits!

Babies are our business
...our only business!



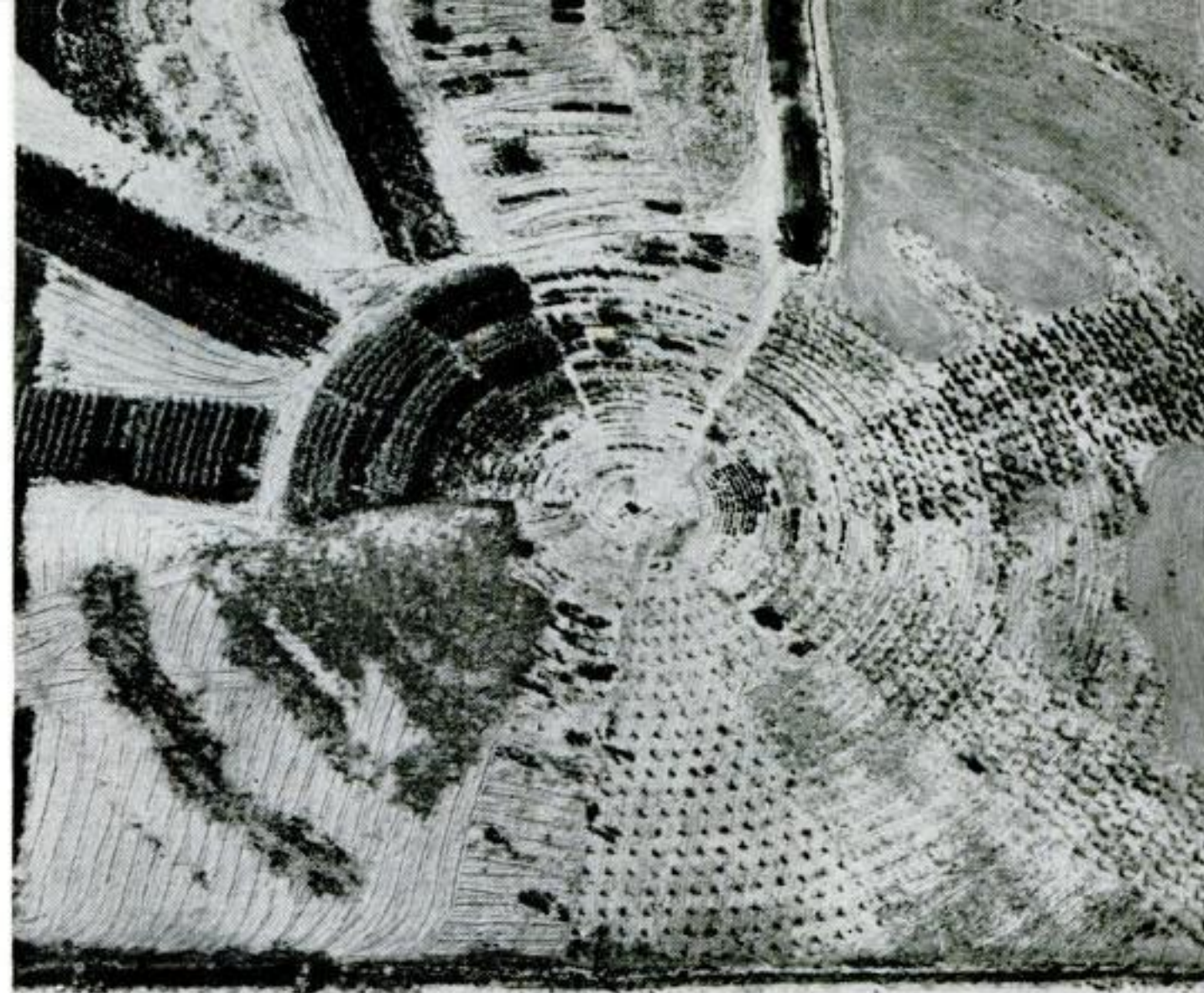
Gerber's

BABY FOODS

4 CEREALS • 60 STRAINED & JUNIOR FOODS, INCLUDING MEATS

Gerber's Baby Foods, Oakland, Cal., Fremont, Mich., Rochester, N.Y., Niagara Falls, Canada





PLOWED IN CIRCULAR PATTERN (LEFT), FIELD WAS PLANTED IN WEDGES (RIGHT). SPARSE SECTION AT CENTER SHOWS WHERE RADIATION KILLED MOST PLANTS

ATOMIC FARM YIELDS STRANGE FRUIT

Brookhaven's scientific plowers go around in circles to find out how radiation can improve crops

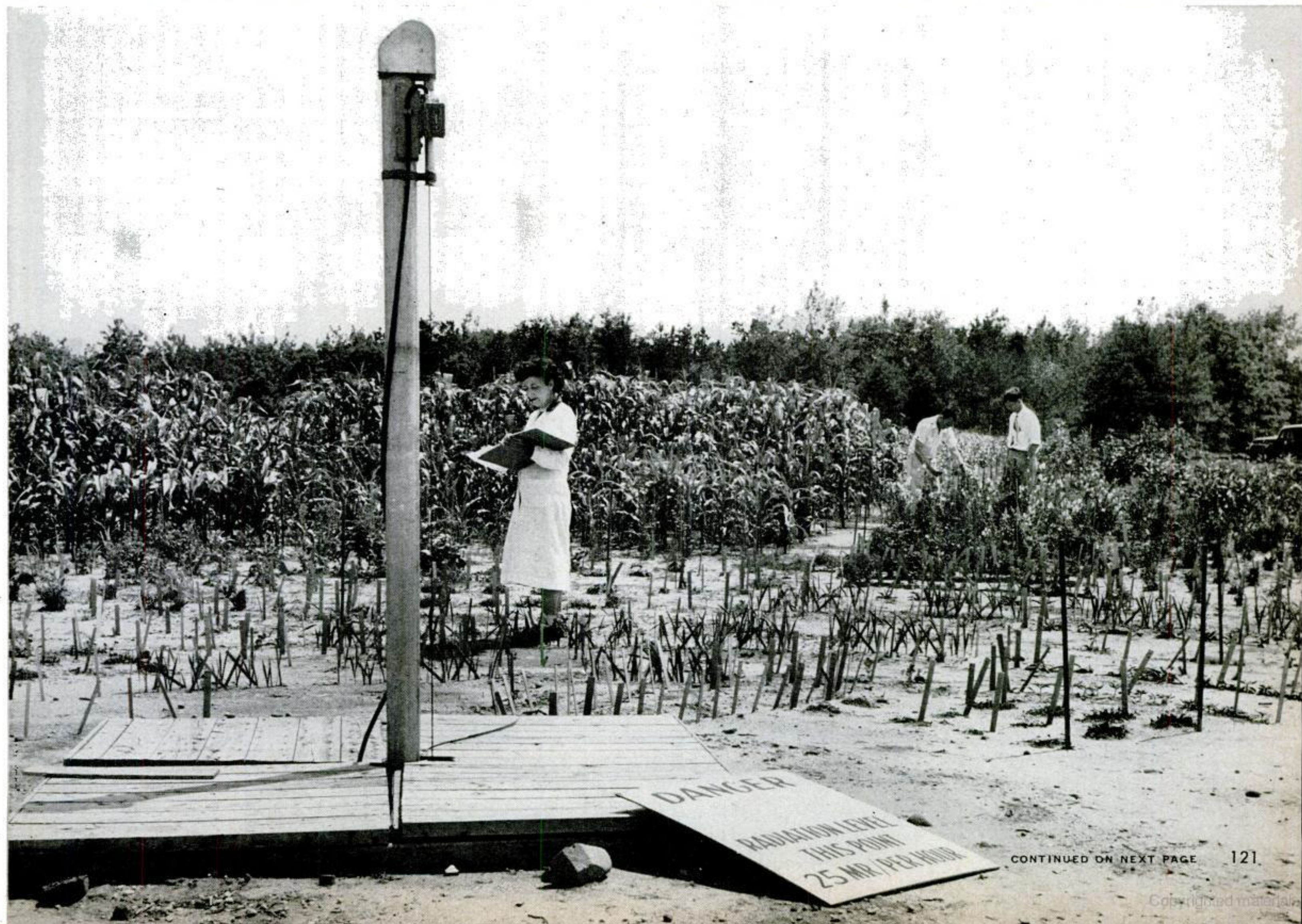
Though farmers have plowed their fields in many peculiar patterns, few designs have been as strange as that cut on Long Island last spring for the scientists of Brookhaven Laboratory. Consisting of a series of perfect circles (above, left), the pattern was designed to discover how atomic radiation affects the growth of plants. At the center of the field is a pipe containing a piece of highly radioactive cobalt,

and the Brookhaven scientists planted flowers, trees and crops in wedges around it. Bombarded all summer by the implacable radiation, the plants are now being harvested to see what effects it has had on them.

Plants nearest the cobalt source were almost invariably destroyed. Those in the outer circles received little radiation and grew normally. Those between reacted in different ways.

A moderate amount of radiation actually improved the growth of some. Heavier doses caused others to grow eccentrically (p. 124). But the most important result of all was the production of many new variations in plants, which are normally produced only by years of breeding. Since radiation accelerates variation, the Brookhaven scientists feel they may soon add a variety of desirable qualities to plants.

RADIOACTIVE COBALT MOVES UP AND DOWN IN A HOLLOW PIPE AT THE CENTER OF THE FIELD. WHEN WORKERS ARE PRESENT IT IS LOWERED INTO GROUND



Why dandruff may be the beginning of baldness

The danger may be present long before you notice any thinning out of hair. These facts have helped thousands.

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff

Dermatologists differ in their views as to causes of baldness. But dermatologists do agree that the condition which is symptomized by excessive dandruff does frequently lead to baldness.

Seborrhea

What causes excessive dandruff? It commonly arises from a disease of the scalp called *seborrhea*.



1st STAGE:

Spores of Malassez

Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum* *Ovale* and the *Bottle Bacillus*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die before reaching full growth.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often baldness.

A scalp hygiene program

Watch your general health; if you are "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:

Tonight, shake Kreml Hair Tonic generously on to your head. Massage your scalp vigorously. Next, apply your favorite shampoo. Work up a thick lather—without putting any water on your head. The lather comes easily if you have used enough Kreml Hair Tonic.

Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake



Dandruff on shoulders is excessive dandruff. You're wise to see your scalp gets suitable care

on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place.

At first, more dandruff flakes than usual may appear. This simply means your scalp has a layer of dandruff which is being loosened and "chased out." In more stubborn cases, repeat Kreml-and-shampoo treatment.



3rd STAGE: Bacilli shown may be present. Hair growth may be affected

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But certain ingredients of Kreml Hair Tonic DO inhibit the growth of bacilli and of the Spores of Malassez. The Kreml Method is not offered as a substitute for the services of a dermatologist—but it has helped thousands of men. Letters tell us so!

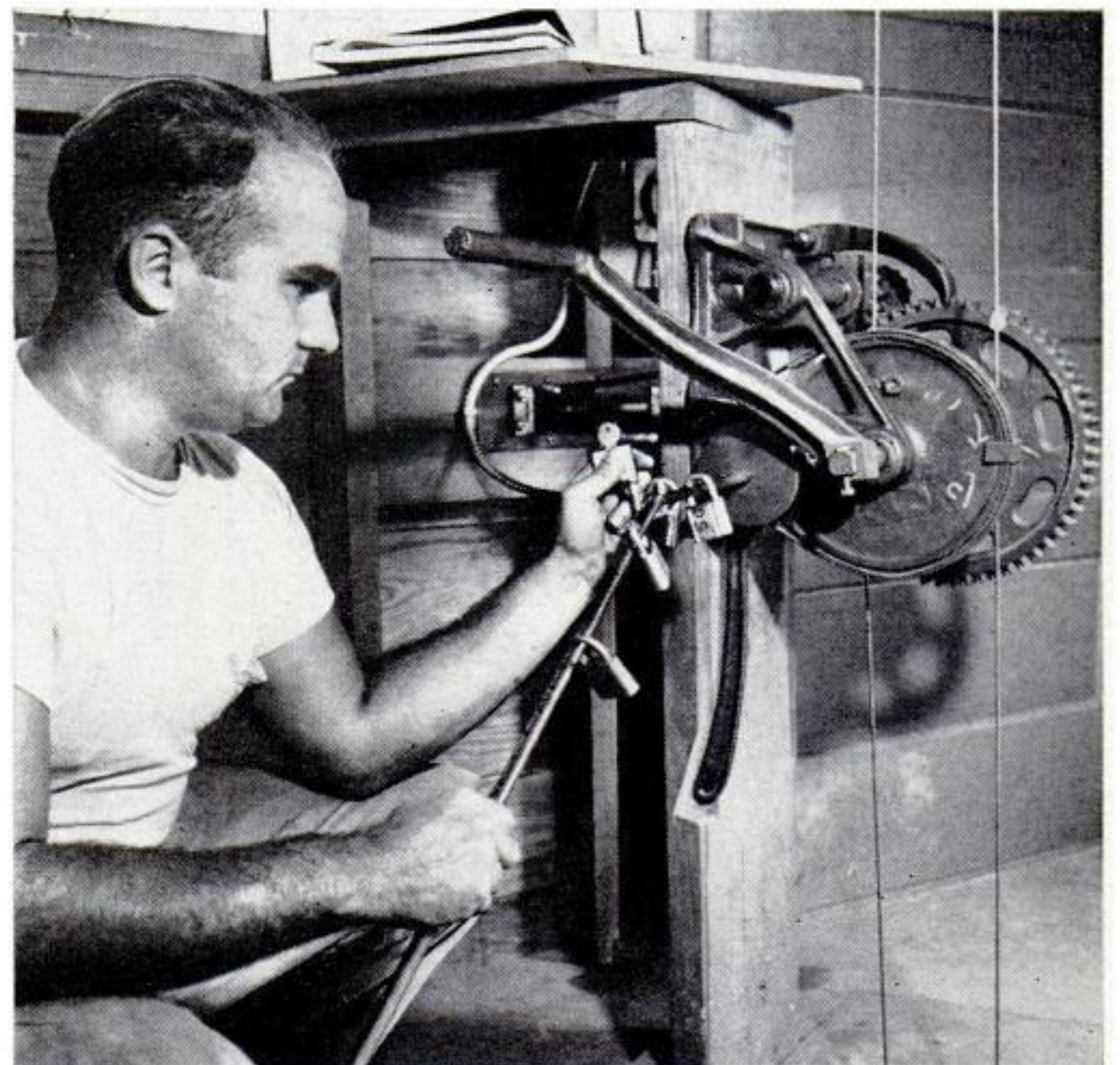
Money-back offer. Try the Kreml Method faithfully, and, if you are not entirely satisfied, write The J. B. Williams Company, Glastonbury, Conn. Enclose Kreml label—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. And if you need shampoo, ask for our Kreml Shampoo. See how quickly the Kreml Method makes your head feel better! The J. B. Williams Company.

Atomic Farm CONTINUED



GLADIOLUS SURVIVORS were only plants, near radioactive cobalt, which showed almost no ill effects. Field chief is Dr. Seymour Shapiro (left).



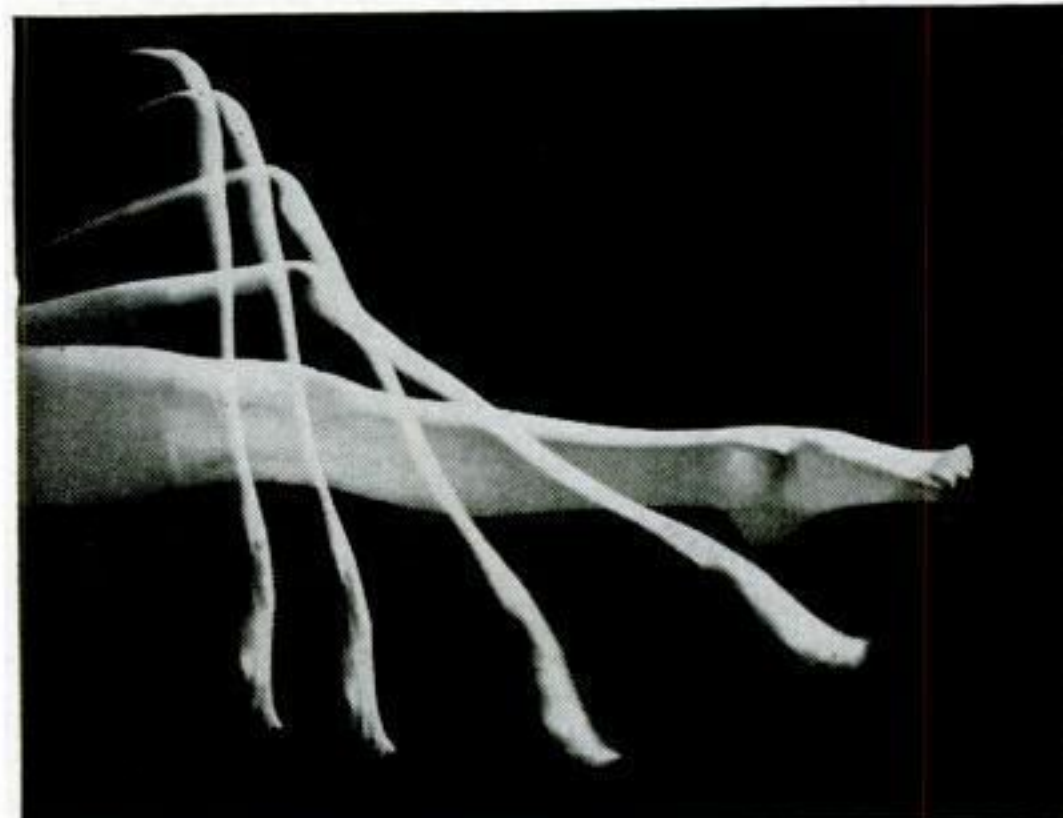
COBALT CONTROL, a winch, raises and lowers cobalt source. When it is lowered into ground, lead and earth shield fieldworkers from its radiation.



INDOOR EXPERIMENT with a smaller cobalt source tests the effects of radiation on nutrient solutions in which plants are growing (foreground).

CONTINUED ON PAGE 124

Take the Action-Test and prove it to yourself!



Tests by an independent laboratory *prove* Mojud has 6½% more "give" than the average of 5 other leading brands tested. . . . And it's that extra "give" and spring-back that make Mojud stockings *cling better!*

...**MOJUD**® Magic-Motion stockings
cling better...wear longer!

Make this simple test. Wear a glamorous Mojud stocking on one leg, an ordinary stocking on the other. Bend your knees. Feel a tug and strain on one stocking? *Not* on your Mojud! For Mojud stockings have extra "give" right in the knit.

Now straighten your knees . . . and compare. There's no bagging at the knee in your Mojud stocking. That's because Mojuds have extra spring-back right in the knit.

Yes, extra "give" and spring-back mean *perfect fit* in action. And perfect fit means longer wear (no stress, no strain). Means more dazzling legs (no sagging, no bagging). Take the Action-Test, and you'll buy Mojud stockings from here on!

Remember, there's lovely lingerie by Mojud, too. For store nearest you, write MOJUD CO., INC. 385 Fifth Avenue, New York 16, N. Y.

DRESS BY MADELINE FAUTH

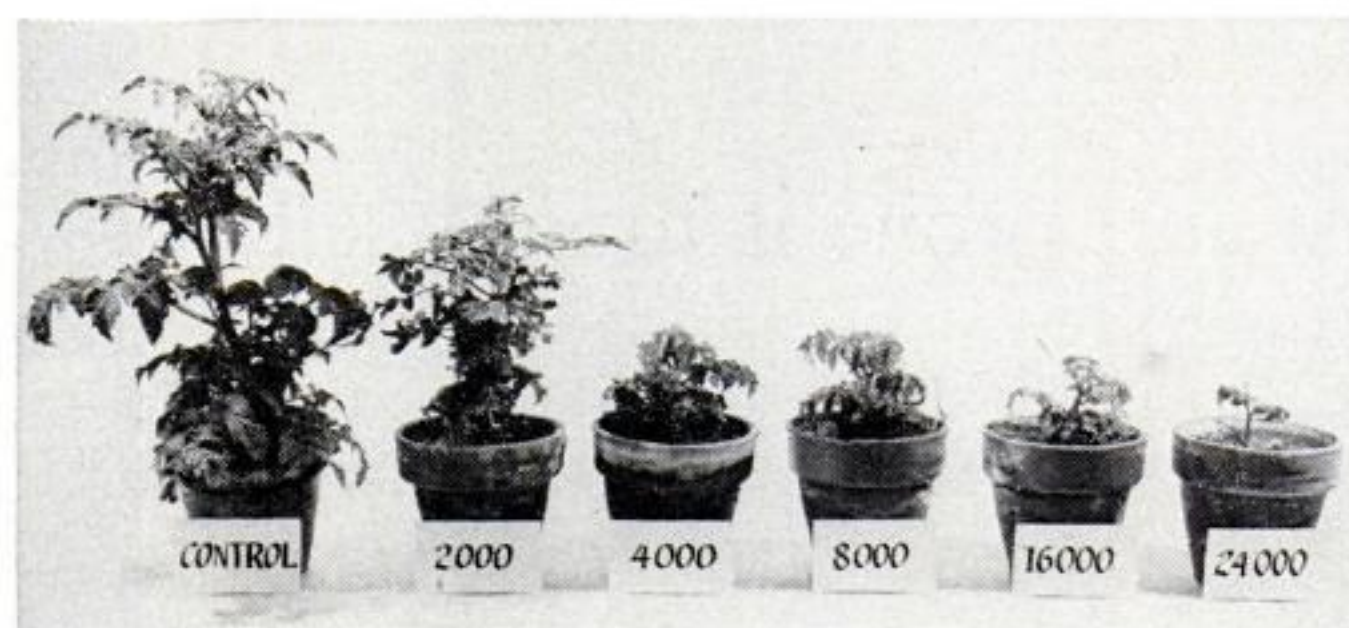
for the
YOUNGEST
set...



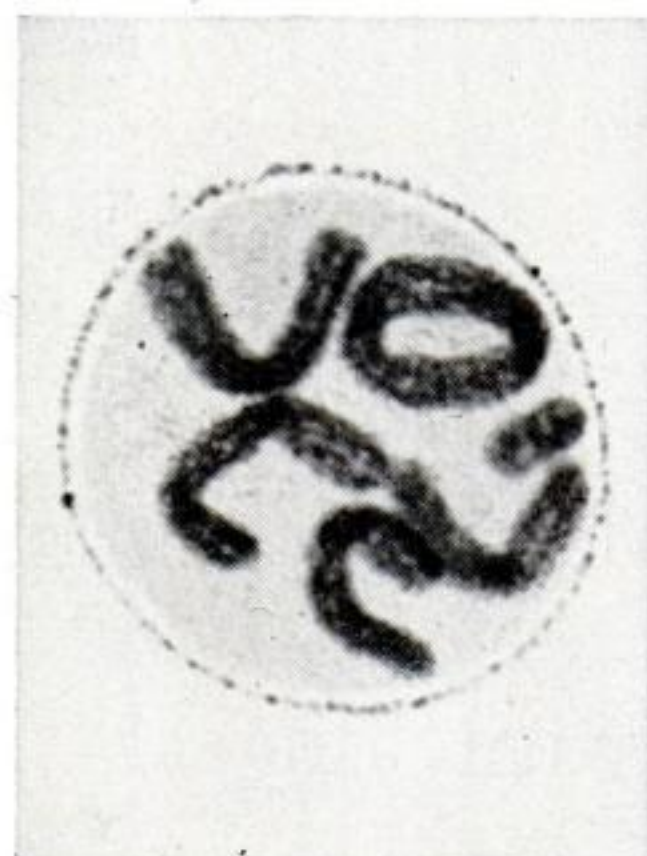
Picture your youngsters in these Eagleknits... Won't they be proud! Such gay shapes, such bright colors, so cozy! See the jolly selection of 100% pure wool Eagleknits at your local store—all very inexpensive!
Eagle Knitting Mills, Inc.,
Milwaukee, Wis.

EAGLEKNIT
Knitted Headwear

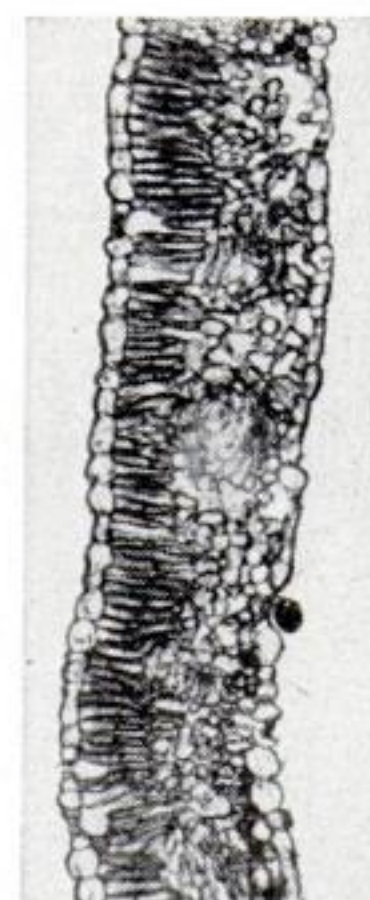
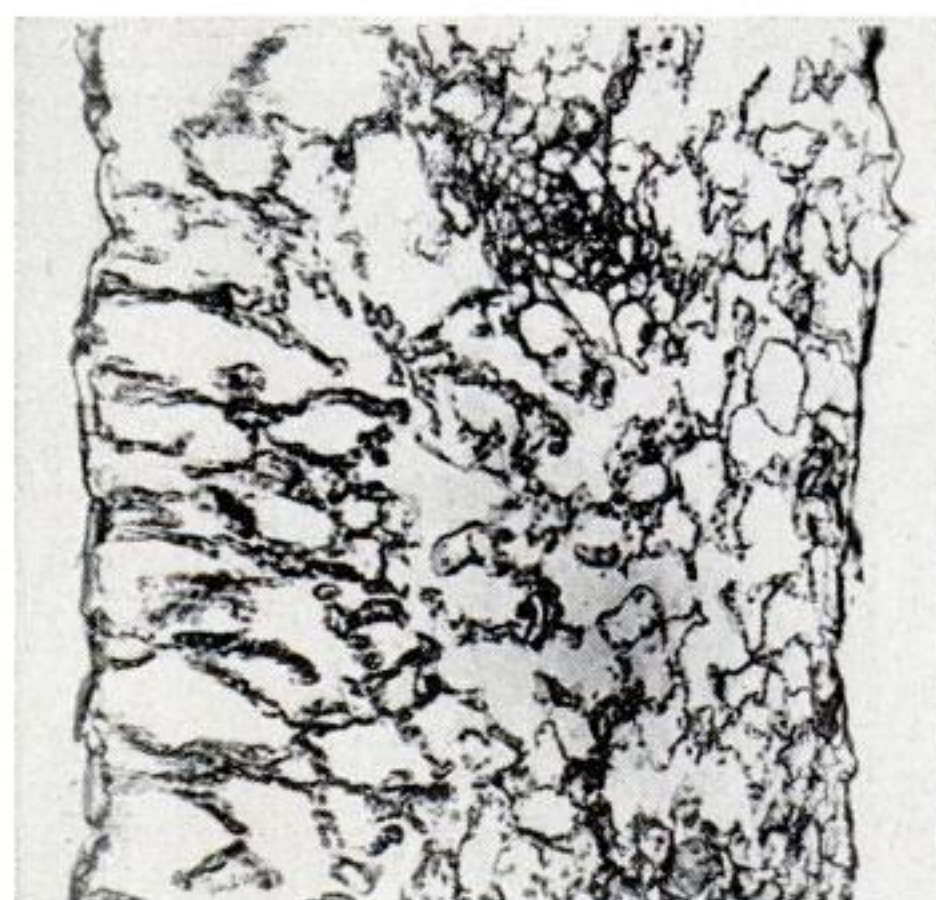
Atomic Farm CONTINUED



STUNTED PLANTS reveal the effects of different amounts of radiation. The plant at right was heavily irradiated, the one at left got no radiation at all.



MANGLED CHROMOSOMES are result of radiation. One in cell at left coiled; those at right tried to divide in three groups instead of the normal two.



EFFECT ON LEAVES is shown in cross sections seen under microscope. The thick leaf at left was grown on an irradiated plant, the thin leaf is normal.



CLUSTERS OF TUMORS, the first ever produced in plants by radiation, encrust stem of an irradiated tobacco plant. Normal plant is shown at right.



DON'T BE HALF A HOST!



For Smoother, Lighter Drinks
Step Up to **KING** Whisky!

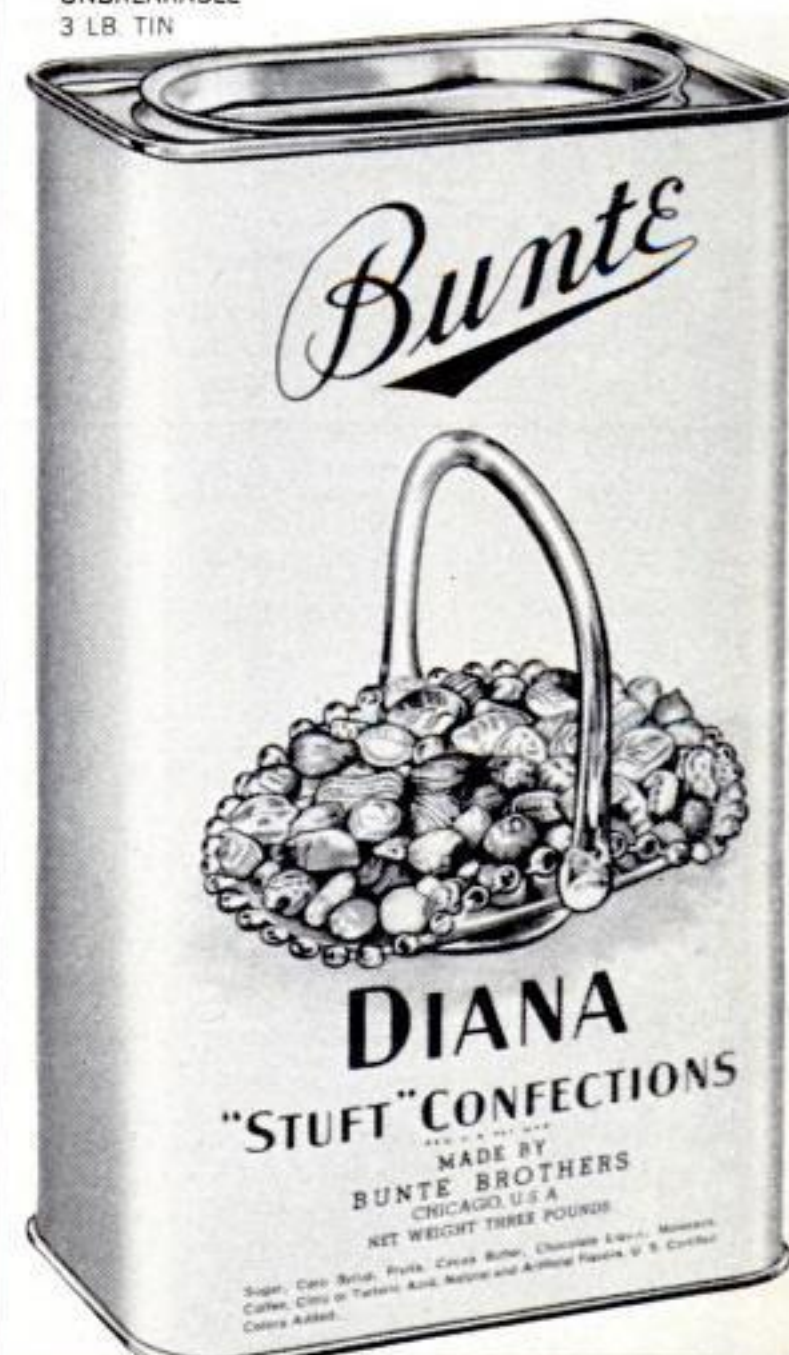
BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



The Perfect Gift
for **OVERSEAS**

Thin, crispy sugar shells "Stuft" with pure wholesome jams, nuts and marmalades.....friction sealed.....forever fresh.

UNBREAKABLE
3 LB. TIN

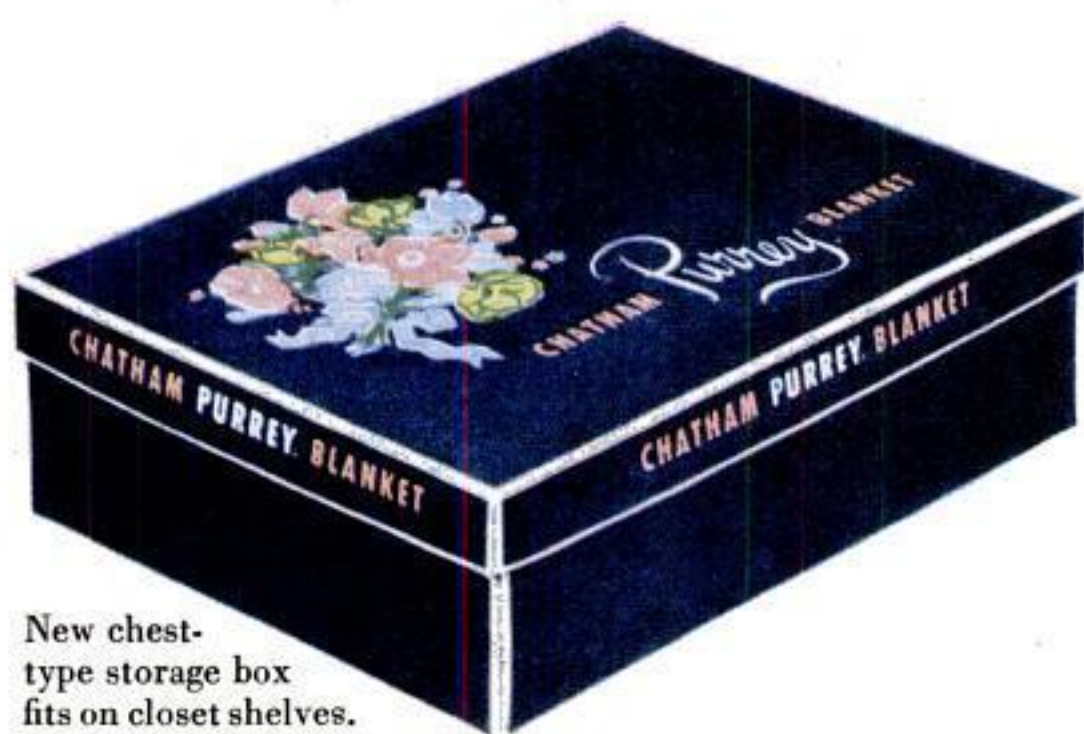


ONLY THE BEST CANDY IS LABELED **Bunte**



CHATHAM *Purrey*® BLANKET

...warmer than blankets nearly twice the price



New chest-type storage box fits on closet shelves.

You'll purr like a kitten under Chatham's "Purrey" ... it's warmer than blankets nearly twice the price because its patented weave of 88% rayon and 12% wool reflects back body heat for far more warmth without weight. "Purrey" is washable ... guaranteed mothproof ... and comes in nine decorator colors with luxurious acetate satin binding, gift-boxed.

Extra long size, 72" x 90" **\$10⁹⁵**

Extra wide—extra long size, 80" x 90" **\$12⁹⁵**

See Chatham Lightweight Blankets, Electric Blankets, All Wool Blankets and Baby Blankets at fine stores.

® Protected by U. S. Patent No. 2,208,533



Nassau
PINK



Sea Island
AQUA



Desert
SAND



Sun Valley
YELLOW



Jamaica
GREEN



Pinehurst
WHITE



Bermuda
BLUE



Monterey
LIME



Trinidad
RED



To make it yourself...
fix it yourself...
do it yourself...

get your **FREE "SHOW HOW" FROM THE**



THOSE "HANDS OFF" PROJECTS ARE EASY That basement play room that you've been afraid to tackle... is really surprisingly simple. An inlaid shuffleboard built into the floor... handsome knotty pine walls... special lighting fixtures... can be installed quickly and easily. Ask for the free "How To" booklet at your local *irha* hardware dealer's store.



Being a smart business man as well as a friendly neighbor, your local *irha* hardware dealer figured that by doing more for you, he'd be doing more for his own good, too. Only common sense, isn't it?

So... he and 22,000 of his fellow *irha* hardware dealers got together and hired some top experts to design a *practical "How To" booklet*. A booklet that gives you simple, step-by-step instructions on how to start (and finish) any one of the fascinating projects that you see right here on these pages. These valuable *FREE* booklets

are waiting for you now, on the counter of his *irha* hardware store... and that's the *only place in town* you'll find them!

★ ★ ★

Your handy, helpful *irha* Hardware Dealer has a free instruction booklet on how to do all these things. Come in and see how you save! For quality merchandise, unmatched values, friendly personal service, look for the *irha* emblem, the red-and-blue symbol of service!



A KITCHEN "PARADISE" FOR MOM With gleaming, modern appliances at her fingertips, mom's kitchen tasks actually become fun. And you'll be amazed how easily you can streamline and outfit your kitchen—really make it mom's "dream" room! All the necessary information is yours in a free "How To" booklet at your local *irha* hardware dealer's store.



A TUCKAWAY PLAY ROOM Not a toy underfoot anywhere... they're all neatly stowed away if you've got a place to stow them. You can build a perfect "children's corner"... with just a little "know-how" and the right tools and materials! And you can get that "know-how" just by asking for the free "How To" booklet at your local *irha* hardware dealer's store.



A COMPLETE "BUILT-IN" WORKSHOP So much room . . . in so little space. Yes, Dad can have a completely outfitted workshop tucked neatly away in a closet, utility room or basement . . . if he knows the secret of making every inch count. And the "know-how" is just around the corner. Dad can get it in a free booklet at your local *irha* hardware dealer's store.



A FAMILY "PAINTIN' BEE" When the whole family pitches in, you can "shipshape" your home in a weekend. You'll be truly amazed at how smooth and trim the walls, the ceilings, the cabinets . . . every painted surface will look when you mix a little "know-how" with your paints. Get that "know-how" in a free booklet at your local *irha* hardware dealer's store.

HARDWARE MAN WITH THE "KNOW HOW"

You'll find him where you see this seal



A WARM, SNUG HOME SAVES MONEY Yes, every little chink and crack wastes money during the cold months. The proper insulation . . . a few touches of weather-stripping . . . a perfectly operating heating system . . . you can attend to them all yourself if you know how. And you can get that "know-how" in a free booklet at your local *irha* hardware dealer's store.



FOLKS JUDGE YOU BY YOUR LAWN Have the loveliest lawn in the neighborhood—it's easier with a few hours of proper care in the fall—and all this vital "know-how" . . . the right plant foods . . . planting schedule . . . gardening tools . . . is as near as your local *irha* hardware dealer's store. Stop in and ask him for the informative, free "How To" booklet, today.

22,000 *irha* member store advertisement continued on the following five pages



You can make it yourself... fix it

See these FAMOUS BRANDS in your



A workshop in itself! BERNZ-O-MATIC TORCH

Solders in a jiffy, Lays flooring, Burns paint, Antiques furniture. Makes everyday household repairs a cinch! Lights instantly. Light and compact. Disposable cylinder contains enough fuel for months of normal use. Torch complete only \$6.95 at your hardware store. New cylinder \$1.95. Write for free "Do-It-Yourself" booklet.

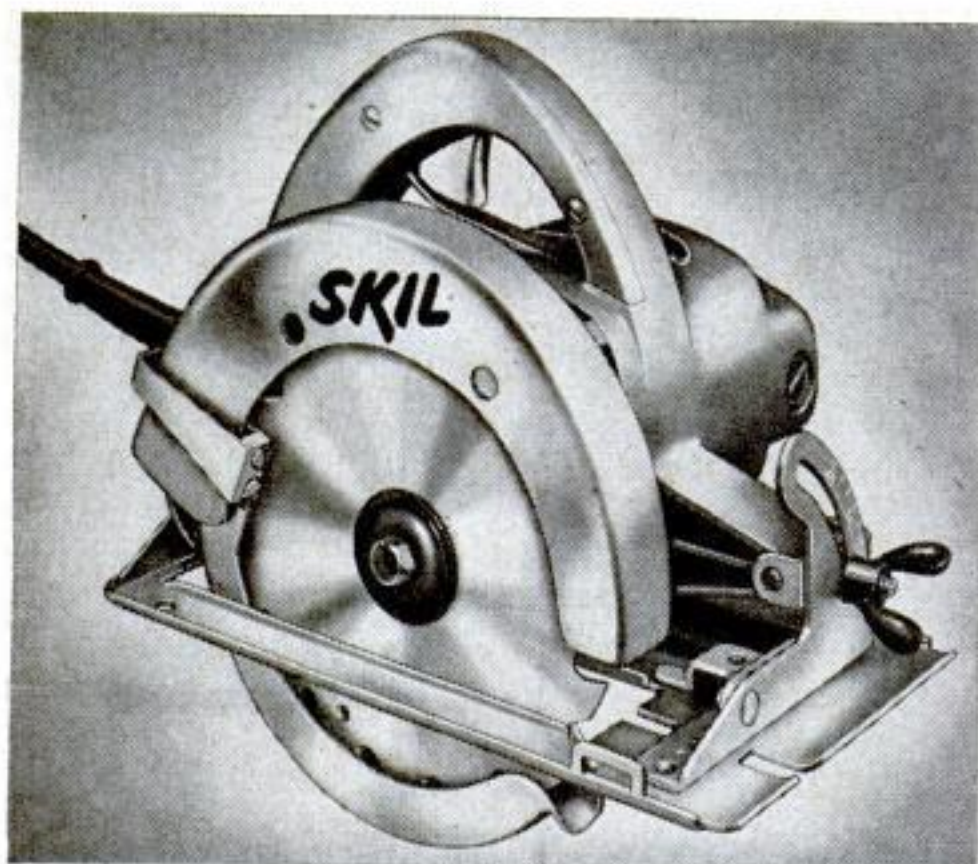
OTTO BERNZ CO., INC.
Box 312, Rochester 1, N. Y.



TRUE TEMPER "Kelly Perfect" Hammer

New improved Bell Face design... polished mirror-smooth; rich maroon trim. High-carbon hammer steel—forged, tempered and hardened to True Temper standards. Finest hickory handle—smooth oval shape, fire-hardened, high lustre finish—held permanently tight in 4-way tapered eye. 16 oz. head: \$2.90 each—slightly higher in some areas.

TRUE TEMPER CORP.
1623 Euclid Avenue
Cleveland, Ohio



SKIL SAW converts TO 4 IN 1 TOOL

A SKIL Home Shop or Builders Saw is the basis for a complete workshop. It's the handiest portable saw you can buy for remodeling and repair; converts to table saw, sander and shaper with inexpensive saw table and accessory kit. Six models, priced from \$43.95. See your dealer about Special Combination Offer saving!

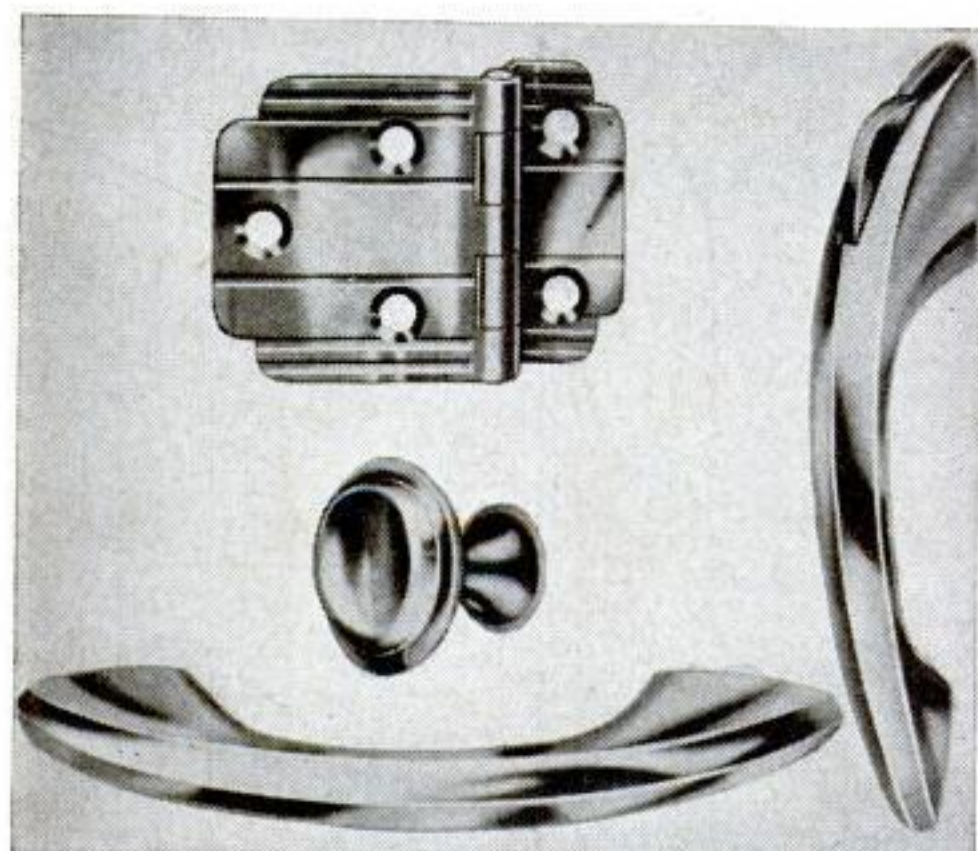
SKIL CORPORATION
Chicago 30, Illinois



PLIOBOND "Bonds anything to anything"

This ONE All-Purpose Household Cement mends leather, metal, wood, glass, rubber, china, fabric, plaster, paper, plastic, etc. Quick setting, permanent, stays flexible. Waterproof, resists oil, grease, chemicals. Brush Top Bottles, 25¢ and 60¢; Handy Tube, 35¢ AT HARDWARE & DIME STORES EVERYWHERE.

W. J. RUSCOE COMPANY
Akron 13, Ohio



AMEROCK Hardware When you paint or remodel

... don't stop half way—complete the job with sparkling new cabinet hardware in Colonial or Modern designs—black, copper, Swedish iron, brass or chromium finishes. Ask dealer to show you Amerock's beautiful "matched sets."

E3068 Hinge 65¢ pr.
E540 Knob 28¢ ea.
E326 Pull 35¢ ea.
E9423 Catch 85¢ ea.

AMERICAN CABINET HDWE. CORP.
Rockford, Ill.



REFINISH FURNITURE the easy way

Abrasive Kit for FURNITURE REFINISHING with step-by-step instruction book for every conceivable wood refinishing job. It also contains several sheets each of every one of the various types of sandpaper. (22 sheets in all) required on average refinishing job. Under \$1.00.

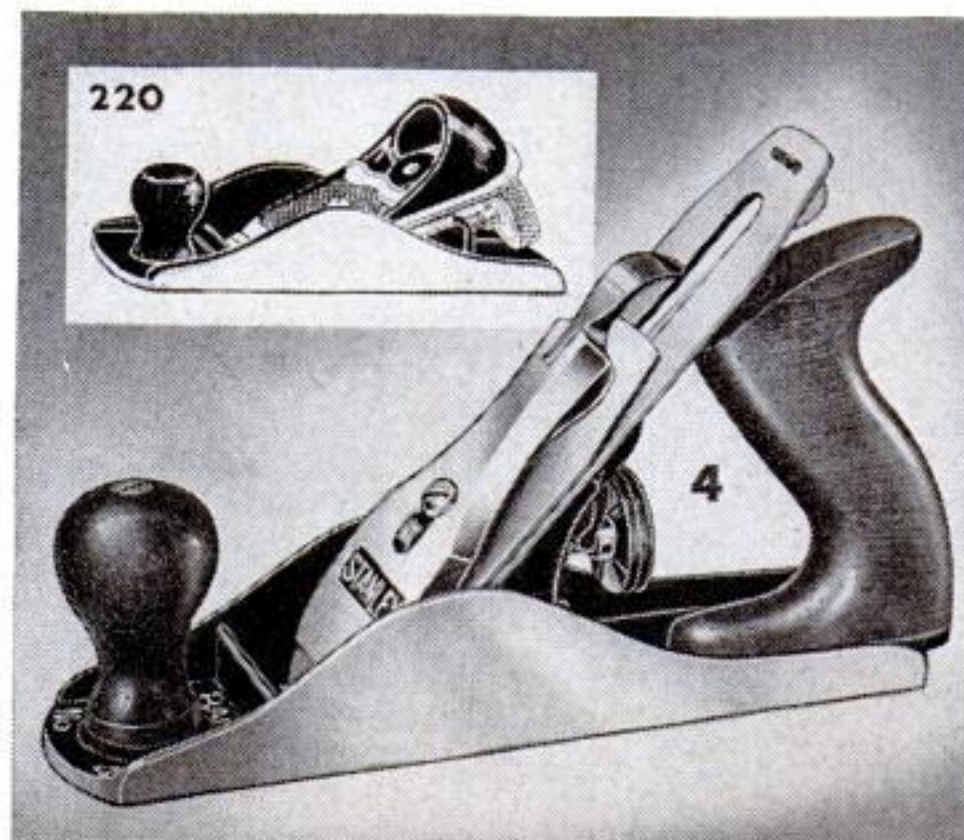
THE CARBORUNDUM COMPANY
Niagara Falls, N. Y.



SECURITY! YALE* 042 NIGHTLATCH

With the easy instructions in each kit, you can install the 042 in just three steps. STEP 1: Bore a hole thru door, insert cylinder from outside. STEP 2: Screw latchbolt housing to opposite side of door. STEP 3: Countersink and attach strikeplate to sash. Your Yale nightlatch is now ready to operate... ideal security for all doors of your home or store.

*Reg. U.S. Patent Office
YALE & TOWNE MFG. CO.



STANLEY PLANES For Smoo-o-th Skill!

You'll do better work easier, get professional results with a Stanley No. 4 Plane. Here's why... perfect balance... cutter holds keen edge... comfortable, full-sized grip... finest quality. Buy smoother performance, buy Stanley No. 4 Plane at your hardware dealer's this week. No. 220 Block Plane—companion plane for smoothing end grain, planing small pieces.

STANLEY TOOLS
The Tool Box of the World

yourself...do it yourself and SAVE!

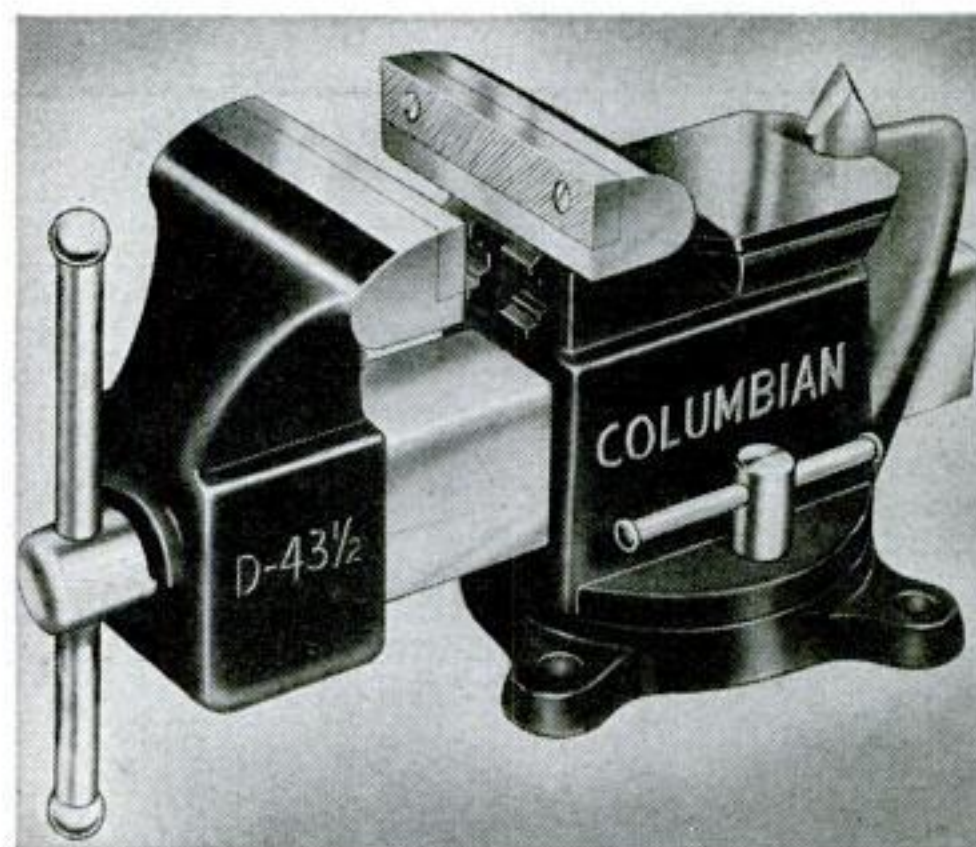
hometown *irha* HARDWARE STORE



BLACK & DECKER 1/4" Drill Kit

A gift preferred by any man. Useful for 1001 jobs around home. Built for years of use. Includes 1/4" Drill, 14 accessories for drilling and sanding wood or metal, buffing, removing old paint and rust...\$32.95. **FREE!** Send for "Handy Tips for Handy Men" — full of money-saving hints for home jobs! Write to Home Service Dept. L10

THE BLACK & DECKER MFG. CO.
Towson 4, Maryland



for every home shop COLUMBIAN VISES

These "basic" tools do every job easier and better. Columbian Vises hold everything — metal, pipe, wood — make your hand tools more useful. 3 1/2 or 4 inch heat-treated steel jaws are stronger and longer-lasting... channel steel beam, interlocking pipe jaws, swivel base. All Columbian Vises are built to last a lifetime.

THE COLUMBIAN VISE & MFG. CO.
Cleveland 4, Ohio



QUIK SPRAY ENAMELS

The modern way to paint. The sensational spray can containing quick drying enamels in many wonderfully attractive colors. Perfect for 1001 uses. Also available in APPLIANCE WHITE designed especially for household appliances, and CLEAR, the transparent finish which will protect metal, wood or paper surfaces.

SHEFFIELD BRONZE PAINT CORP.
Cleveland 19, Ohio



KLEAN-STRIP PEELS OFF PAINT

Removing old paint or other finishes is no longer hard work. Non-inflammable KLEAN-STRIP does the job easily and safely. Leaves the surface clean, smooth and dry—ready for painting. KLEAN-STRIP works fast, needs no after-wash or neutralizing. Saves labor and materials. Don't scrape off paint—peel it off with KLEAN-STRIP!

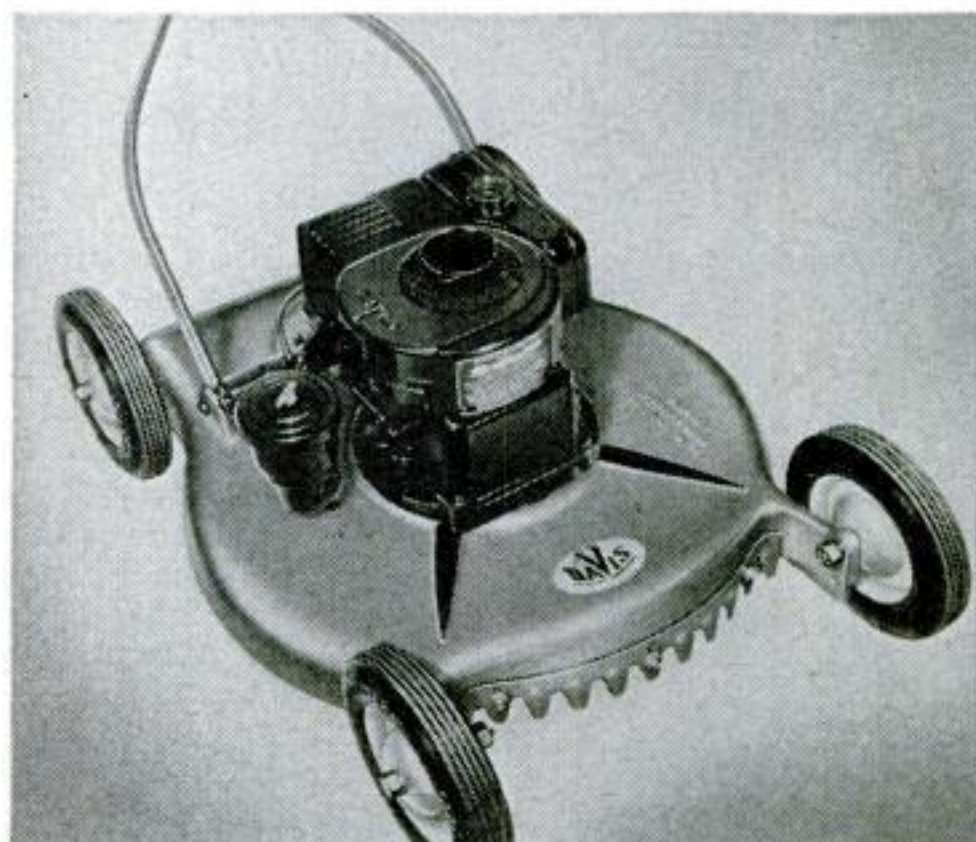
THE KLEAN-STRIP CO., INC.
Memphis 6, Tenn.



WARP'S TOP QUALITY WINDOW MATERIALS...

Make Ideal Storm Doors, Storm Windows, Porch enclosures, Poultry, Barn & Hog-house Windows. Ask your local dealer for "Warp's" FLEX-O-GLASS, WYR-O-GLASS, GLASS-O-NET, SCREEN-GLASS.

WARP BROS., Chicago 51, Ill.



DAVIS ROTARY LAWN MOWER

No need to rake your lawn again! The Davis Rotary Lawn Mower cuts leaves and grass into a mulch which is good for your lawn. Only the Davis has a shatter-proof Safety Deck. Only Davis has a soft rubber mounted engine for floating power! Only Davis has a Saf-D-Flector to deflect cuttings, sticks and stones. Write for facts.

G. W. DAVIS CORPORATION
Richmond, Indiana



MINUTE MOP makes cleaning a minute job

Cleaning woman too expensive? Get the new Ekco Minute Mop! Twice the size, absorbs twice the water, covers twice the mopping surface with one stroke! Self-wringing lever lets you wring without bending...rinse and clean your mop under water without getting hands wet! No other mop like it! \$4.95.

EKCO PRODUCTS CO.
1949 N. Cicero Ave.
Chicago 39, Ill.



MORTITE ALL-PURPOSE HOUSEHOLD TAPE

Hundreds of uses in home and shop. Pliable, quick and easy to apply. The perfect weatherstripping. Fills holes and cracks around sinks, tubs, etc. Insect barrier around loose screens and baseboards in kitchen. Seals chests and closets against moths. Stops car rattles. 29¢, 98¢, \$1.25. At stores, or write for free circular.

J. W. MORTELL CO.
507 Burch St., Kankakee, Ill.

irha advertisement continued on following pages



You can make it yourself... fix it

See these FAMOUS BRANDS in your



MALL 1000 & 1 Drill Kit

Simple, complete, "do-it-yourself" workshop fits in a drawer. Precision-built 1/4" electric drill and quick-changing attachments for drilling, sanding, polishing, buffing, grinding, wire brushing, paint stirring. Pedestal for stationary mounting. U.L. Approved. Steel carrying case. At hardware and tool supply stores. \$31.95

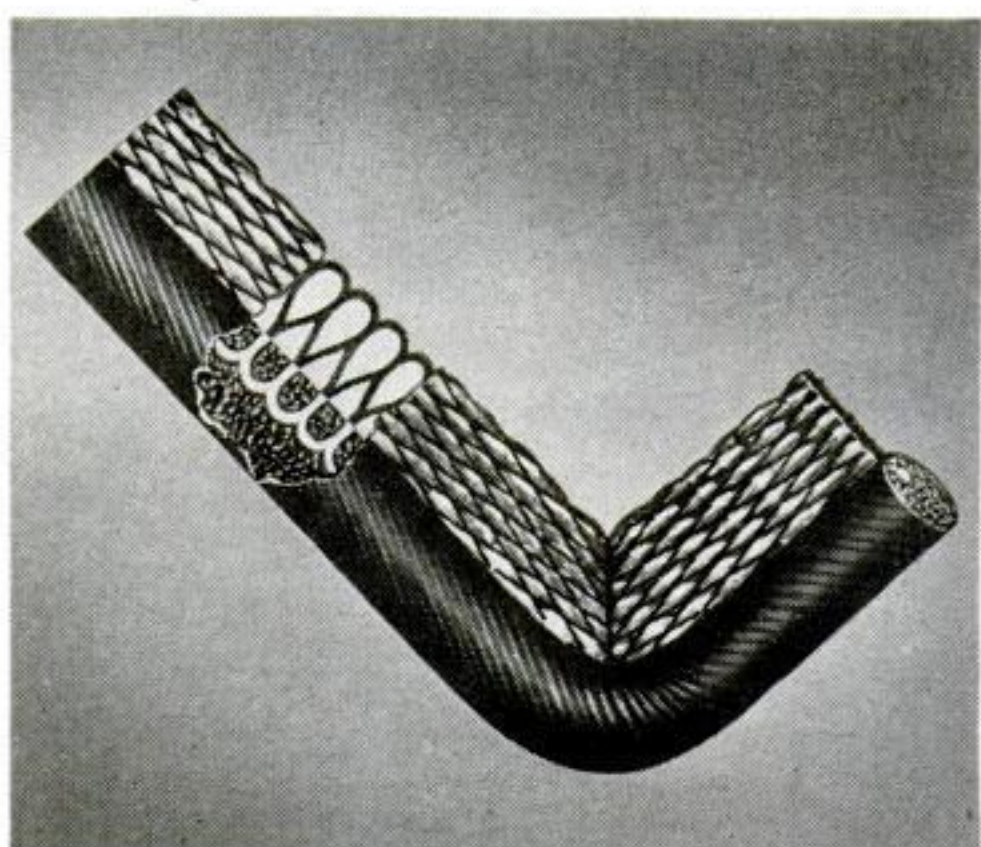
MALL TOOL COMPANY
7781 So. Chicago Ave.
Chicago 19, Ill.



DRY CLEAN YOUR RUGS As You Vacuum

Millions have discovered this wonderful new way to get rugs cleaner, brighter, fluffier, fresh as new! Just brush in with Glamorene Rug Brush then vacuum off! Removes grease, soot, tar, most food and beverage spots like magic. Saves dollars in rug cleaning bills. Reg. 1/2 Gal. size \$2.29 — Economical Gal. size \$3.79 — Glamorene Rug Brush only \$1.25

GLAMORENE RUG CLEANER
Glamorene Inc.
10 E. 44 St., N. Y. C.



SEAL OUT DRAFTS WITH INNER-SEAL!

Cut fuel costs this Fall with INNER-SEAL weather-strip. It's flexible, tough, resilient, waterproof. Patented construction—spring steel molded in live sponge rubber — assures tight, snug fit. It's adjustable, easy to install, and lasts for years. Get FREE 20-page booklet, "Why & How to Weather-Strip" from your dealer, or write Dept. L5.

BRIDGEPORT FABRICS, INC.
Bridgeport 1, Conn.



WOOSTER FABRIC "X" All-Purpose PAINTING KIT

Lets you paint like a professional. Sensational Wooster FABRIC "X" cover applies all paints, enamels, varnishes, shellacs, smoother, faster. Big roller for walls and ceilings. Tapered roller for corners and small areas. Angled brush for trimming. Sturdy metal tray. Four items may be purchased separately. Total retail value \$5.49.

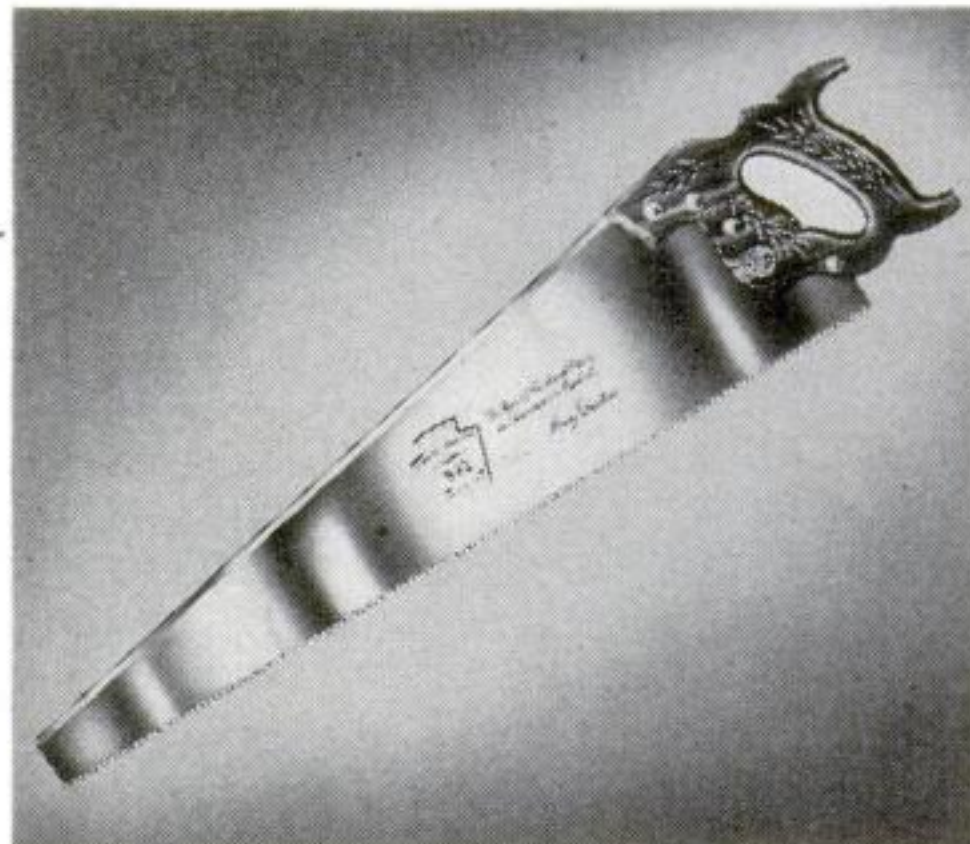
Four-Piece Kit
SPECIAL ... \$4.49



HANDY MAN BOLT & NUT KIT

NOW!—for the first time—you can buy a carefully selected assortment of bolts to meet home emergencies. RB&W Handy-Man Bolt Kit contains stove, machine and carriage bolts with the right nut for each. Made by one of the world's largest manufacturers of fasteners. Ask for Kit at your hardware store.

RUSSELL, BURDSALL & WARD
BOLT AND NUT COMPANY
Port Chester, New York



Your best hand saw buy! DISSTON D-23 SAW

Exclusive Disston features make this America's most popular hand saw! Straight blade ... True centered handle ... Perfect balance ... Evenly set sharp teeth. See your local hardware dealer. Budget-minded craftsmen look for Key-stone quality hand saws made by Disston, starting at \$2.50. Write for the free folder, "Hand Picking Your Hand Saw."

HENRY DISSTON & SONS, INC.
Dept. L Philadelphia 35, Pa.



3-IN-ONE SPRA-GUN

NEW! Lubricates and Protects with "MIST-ACTION." Just push valve — out comes fine mist of oil! Spray your saws, chisels, planes, locks, hinges, lawn mowers, other garden tools, with 3-IN-ONE sprayer. Easier, faster, more effective. No messy rags, oily fingers. Contains special rust inhibitor!

BOYLE-MIDWAY INC.
22 East 40th Street
New York, N. Y.



PLASTIC WOOD In 9 Colors

REPAIR your furniture, fill screw holes, seal cracks with Plastic Wood in color to match damaged surface. Get Light or Dark Mahogany, Oak, Walnut, Cedar, White, Gumwood, Ebony or Natural. Cans or tubes. A cellulose fiber filler. Handles Like Putty — Hardens into Wood!

BOYLE-MIDWAY INC.
22 East 40th Street
New York, N. Y.

yourself...do it yourself and SAVE!

hometown *irha* HARDWARE STORE



... and finish it with these WIZARDS with WOOD

Want a "woody" blond or pickled effect? Use WHITE FIRZITE®. Want a rich natural wood finish? Use SATINLAC®. They both work magic on any wood, hard or soft. Easy to use successfully... you get a smooth "pro" finish and save-the-surface protection. By the makers of the famous WELDWOOD® Glue. For Folder, write: Dept. 320

UNITED STATES PLYWOOD CORP.
55 West 44th St., N. Y. 36, N. Y.



TOUGH NEW TAPE MADE OF PLASTIC

"Scotch" 33 Plastic Tape insulates and protects indoor and outdoor wiring! It mends leaky garden hose, patches plastic toys, wraps tool handles—has thousands of uses. Smooth, stretchy black plastic. Pressure-sensitive adhesive. UL seal. 1/2 in. x 150 in. rolls — 39¢.

MINNESOTA MINING & MANUFACTURING CO.
St. Paul, Minnesota



MASKING TAPE SAVES CLEAN-UP

When painting, protect unpainted areas with "Scotch" Masking Tape. Get neater, professional-looking results on striping and color separation too! 3/4 in. width available in 300 in., 30 ft. and 90 ft. rolls. Priced 29¢ and up. Also in 1 1/2 in. x 300 inches.

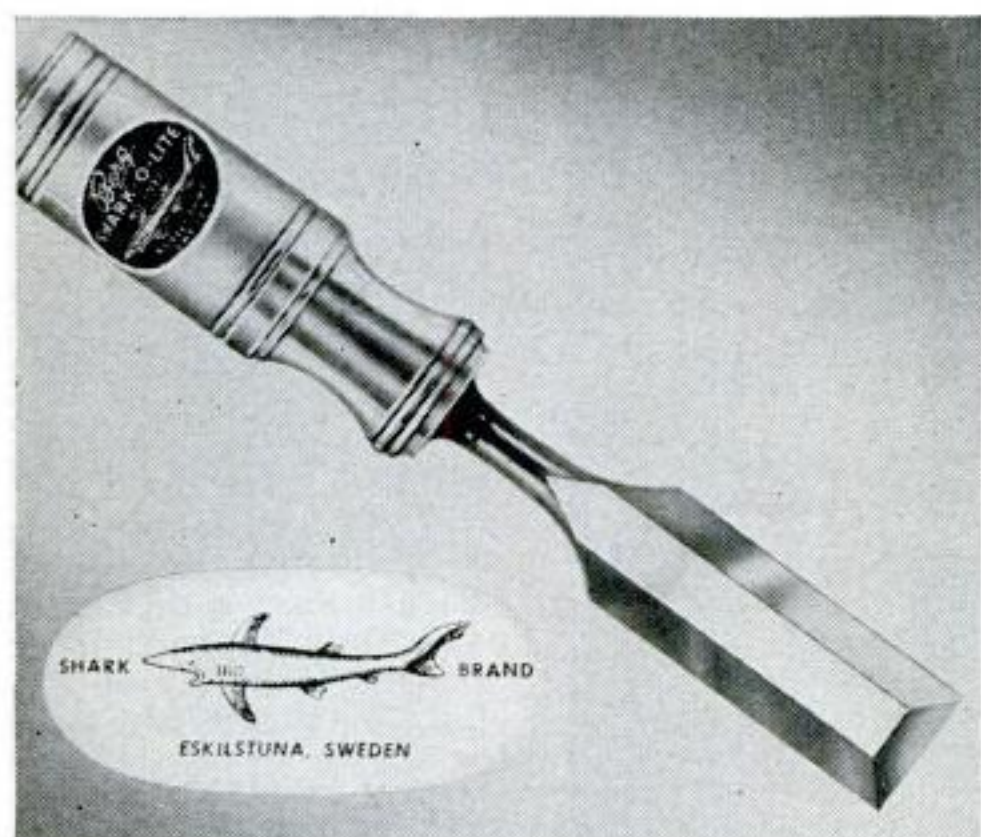
MINNESOTA MINING & MANUFACTURING CO.
St. Paul, Minnesota



NEW TOOLS FOR EASIER SANDING

Home handymen call 3M Sanding Blocks and "Production" sandpaper tops for easier sanding. Blocks are solid rubber, designed for hand comfort and smoother sanding. Wide — \$1.29; narrow — 98¢. "Production" is world's fastest sanding paper — pre-cut to fit blocks.

MINNESOTA MINING & MANUFACTURING CO.
St. Paul, Minnesota



SWEDISH STEEL Traditionally the finest!

You'll do neater, more accurate woodworking with a Shark Brand Swedish Charcoal Steel paring chisel... holds its sharpness 3 times longer than ordinary chisels. Blade hardened and tempered to two-thirds its length. Extra wide bevel. Curly birch or unbreakable plastic handle. At better hardware stores. Write for descriptive literature.

SANDVIK SAW & TOOL
47 Warren Street, N. Y. 7, N. Y.
SANDVIK CANADIAN LTD.
P.O. Box 40, Station O, Montreal



LAY THE TILE WORTH YOUR WHILE

Lay the linoleum tile that's grease resistant, long-wearing, easy to clean, resilient (not hard and clattery). Lay genuine *inlaid* Gold Seal Linoleum Tile. It's so easy to install; lining felt is built in. Can actually be cut with scissors. Satisfaction guaranteed — or your money back. 29 colors, 9" x 9" tiles, only about 19¢ ea.

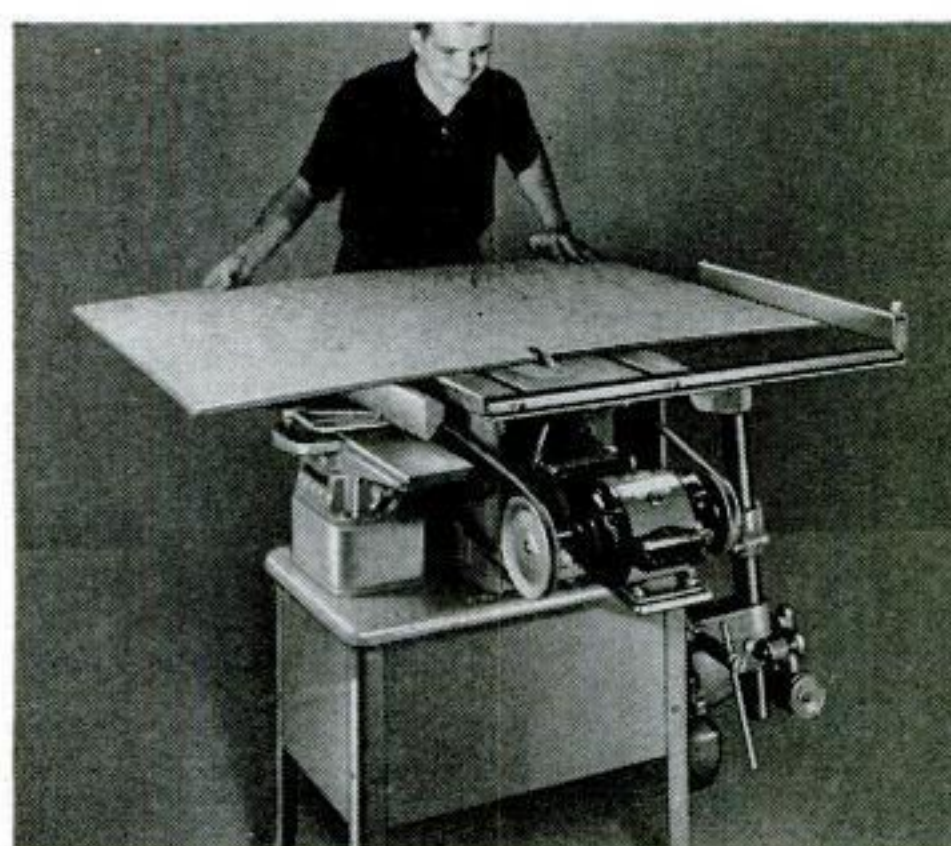
GOLD SEAL® FLOORS and WALLS
CONGOLEUM-NAIRN INC.
Kearny, N. J.



SWEDISH STEEL Can't be equalled

Sandvik hand saws cut fast, easy and clean, because the Genuine Swedish Charcoal Steel takes a sharper cutting edge, keeps its sharpness 3 times longer than an ordinary saw! Extra high crown... perfect balance... fully taper ground... man-sized grip. Look for the "Fish & Hook" trademark at your dealers... or write us for literature.

SANDVIK SAW & TOOL
47 Warren Street, N. Y. 7, N. Y.
SANDVIK CANADIAN LTD.
P.O. Box 40, Station O, Montreal



"DO IT YOURSELF" WITH THE DELTASHOP

This *right* combination of basic power tools... tilting blade CIRCULAR SAW, JOINTER-PLANER, DRILL PRESS and SANDER on one stand with one motor... does 95% of your home improvement jobs. Buy it as a complete unit or a tool at a time. Ask your Dealer for details.

DELTA POWER TOOL DIVISION
ROCKWELL MFG. CO.
400 N. Lexington, Pittsburgh, Pa.

irha advertisement continued on following page



You can make it yourself...fix it yourself...do it yourself and **SAVE!**



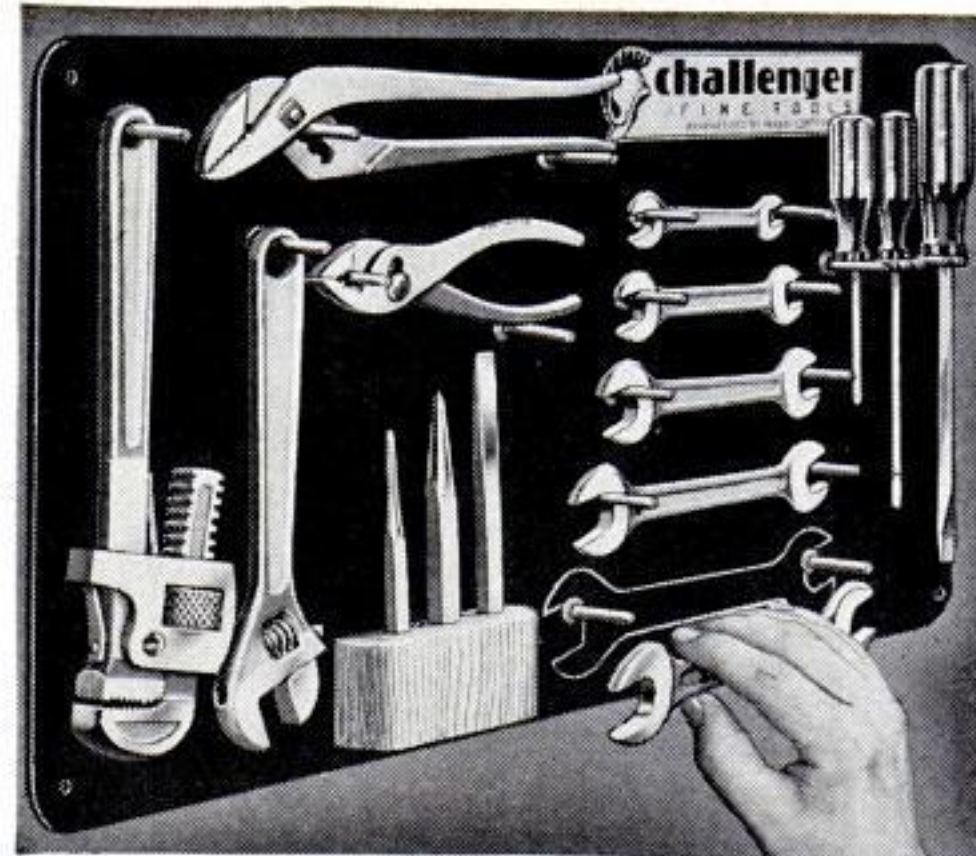
See these FAMOUS BRANDS in your *irha* hardware store



SNAP, SNAP... YOUR SCREENS ARE ON!

Modern, DURALL screens snap tightly into place from the inside in seconds! No clumsy frames to cope with no dangerous ladders to climb. DURALL needs no painting; never rust, warp, stain. They outlast old-fashioned screens by years, yet cost much less. Screening with DURALL is a "snap"! DURALL Tension Screens.

NEW YORK WIRE CLOTH CO.
63 Park Street
New Canaan, Connecticut



CHALLENGER "HANDI-BOARD" complete with tools

Hang this CHALLENGER "Basic Tool Center" on any wall... and you are ready for every "DO-IT-YOURSELF" job. 15 fine quality tools to turn nuts, bolts, screws... also to bend, chisel, punch, cut wires, etc. Tools lift off instantly, go back easily on steel pegs (Each tool outlined on Board). \$12.95 complete.

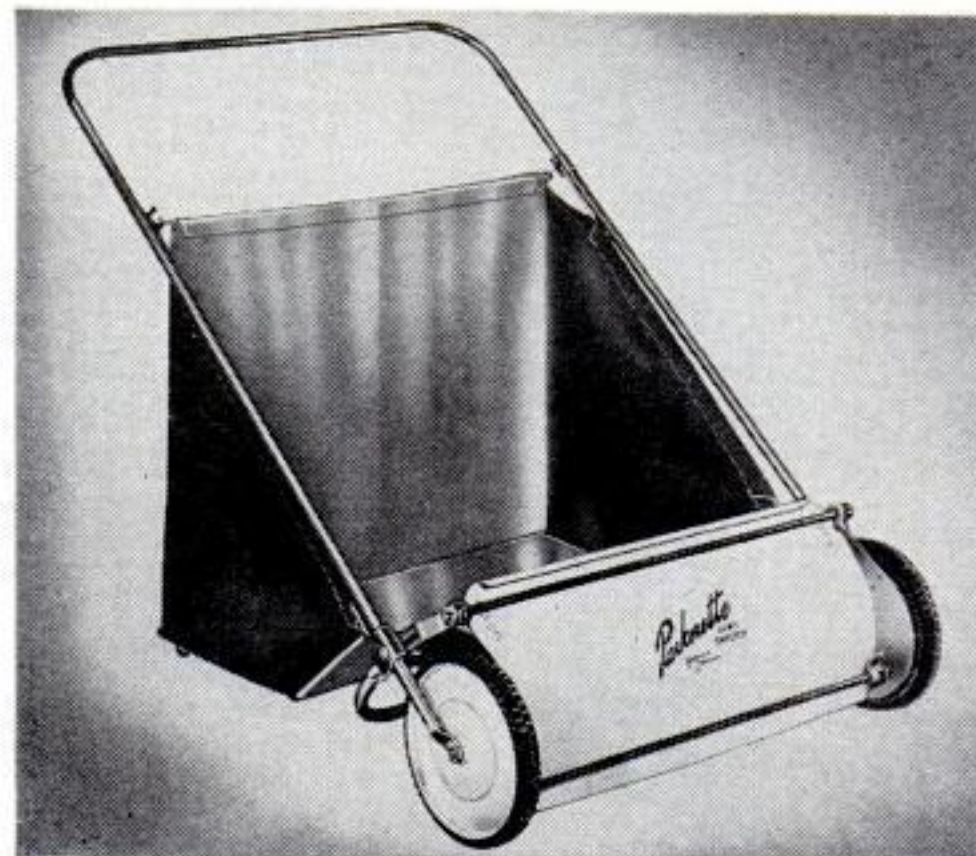
PENENS CORPORATION
Schiller Park, Illinois



SUPER KEM-TONE Washable Latex Wall Paint

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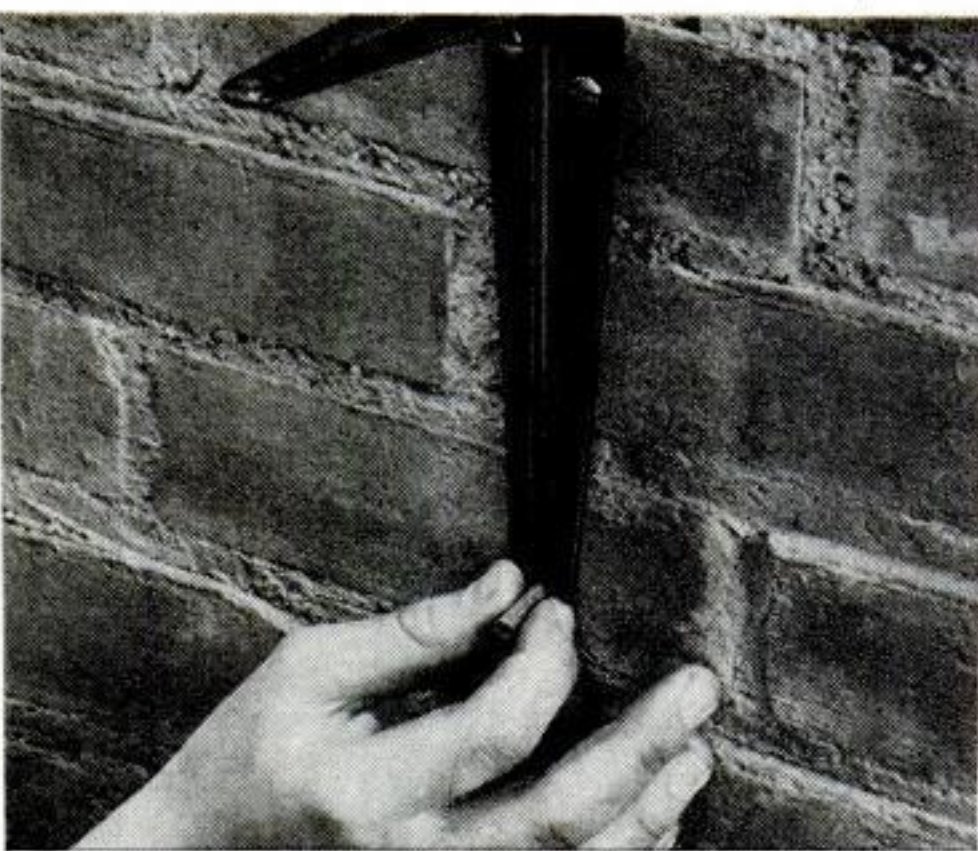
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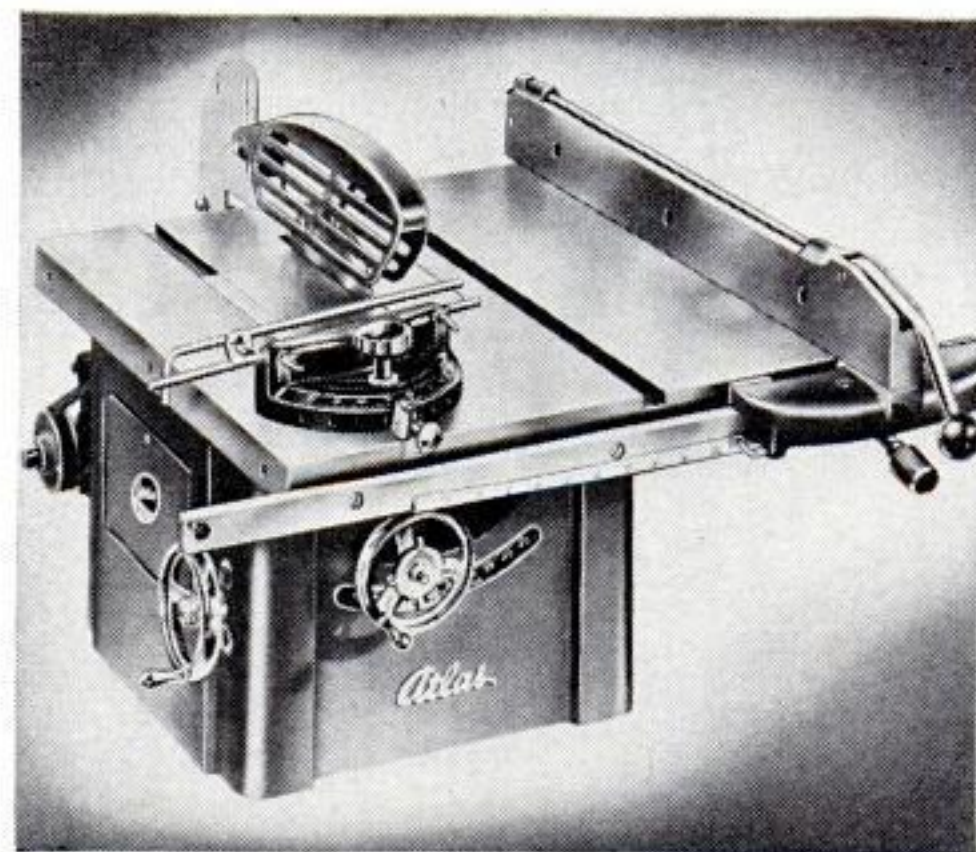
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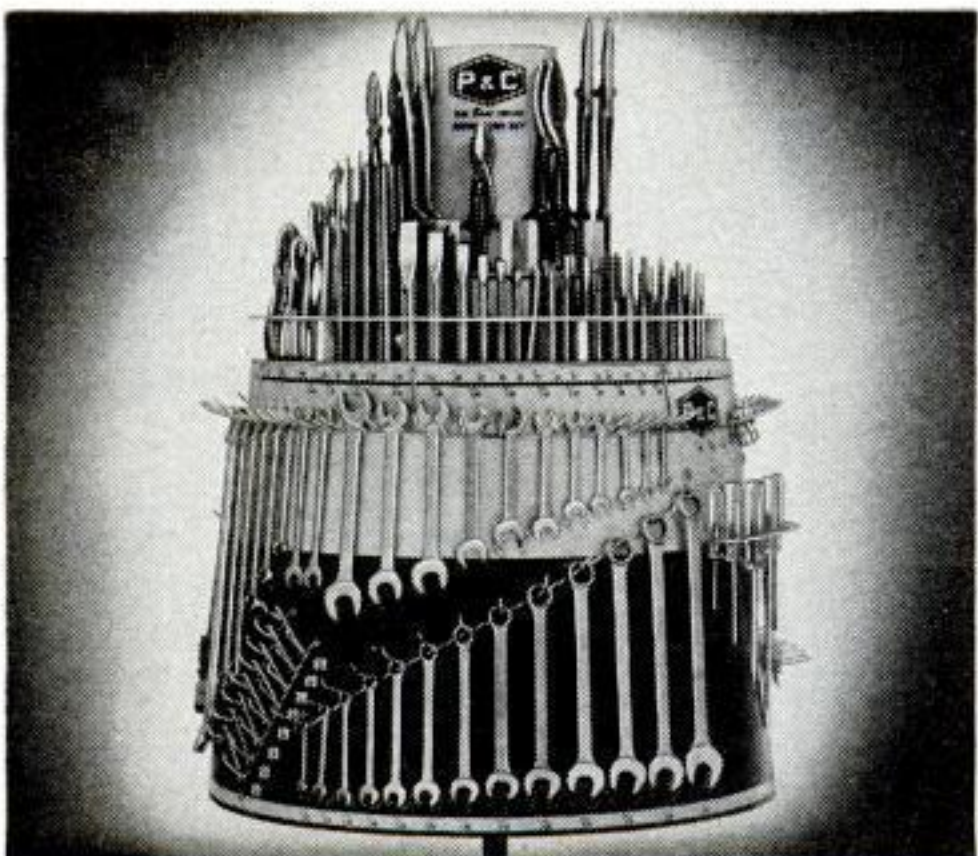
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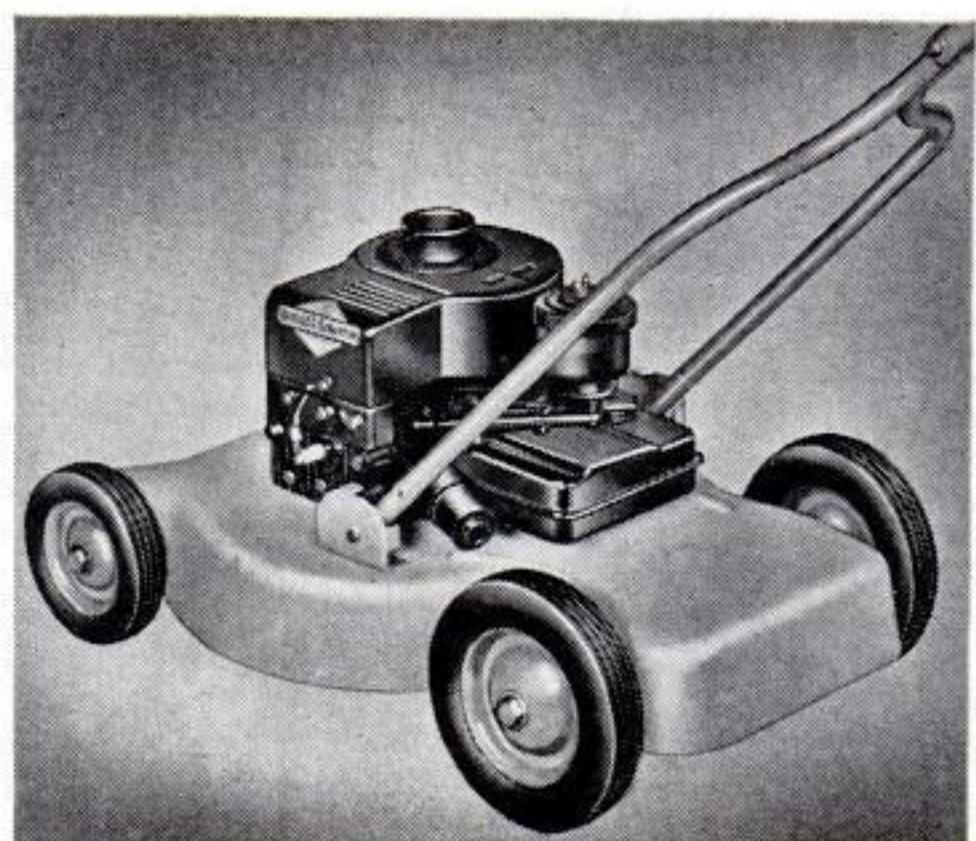
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Now you can give them that protection—and for only \$7.95. That is the price of Pyrene's new push-button fire extinguisher—the wonderfully effective home extinguisher that won the Grand Prize of the National Home Safety Awards this year.



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FAMILY PORTRAIT of La Falces finds Pop and Mom, now aged 69 and 66, in front row. Behind them are daughters, Mary (now Sister Mary Rose), 35, and Helen, 46, and their nine sons. The four in front are Frank, 43, Tony, 32, Pat, 39, Johnny, 26; behind, Carmine, 29, Joe, 42, Louie, 40, Jimmy, 37, Mike, 31. In back are the 26 grandchildren—front row: Mary Ann, Lorraine, John, Mary

Elizabeth, David, Mary Frances, Anthony Jude, Paul, Tom, Richard, Margaret Mary, Michael J.; second row: Rose Marie, Anthony, Jimmy, Mike; third row: Al (Joe's son) holding Patricia, Theresa holding Larry, Al (Frank's son) holding Joe, Rita holding Anne, Joe holding Peter. The family pronounces its name "la fahl-chay." Americans unfamiliar with Italian pronounce it "la false."

AN ITALIAN FAMILY IN AMERICA



THIRD GENERATION of Italo-Americans in Poughkeepsie pledges allegiance to flag every day in Mount Carmel school. In kindergarten class are three little

La Falces—at left: second from bottom, Anthony Jude, Pat's son, and in bow tie, David, Joe's son; at right, in striped shirt nearest table, John, Carmine's son.

ITS SUCCESS MIRRORS THE ACHIEVEMENT OF MILLIONS

PHOTOGRAPHED FOR LIFE BY RALPH MORSE

In October 1903 a sturdy young man of 19 landed at Ellis Island knowing only two syllables of English: "po-kips." Not unnaturally, no one knew he meant Poughkeepsie, N.Y., so for four days he remained at Ellis Island till the brother who had paid for his passage sent for him. He went right to work, tending furnaces at the Poughkeepsie glassworks, 10 hours a night, for \$4.50 a month. In six months he paid off his passage (\$20) and was ready to work toward the ticket of the girl he had serenaded in the warm nights at Terranova di Sibari in southern Italy. Like her suitor the girl had

never been out of Terranova di Sibari, but she took the 4,500-mile journey and married him. He was then working on the railroad.

So began the American life of Alfonso and Rosaria La Falce. They had no money, no education, spoke no English. What they had to offer America was their strong arms and backs, their industry, thrift, piety, courage. What America had to offer them was room to work and freedom to find their place in life.

Now, 50 years later, both sides have made a good thing of the bargain. The La Falces are still poor, still illiterate. But they have

produced a family, now numbering 47, which is a flourishing part of an American community. They are U.S. citizens, they own a home, their sons have good jobs, their grandchildren are getting a good education.

In itself this is only another variation on the theme of the standard American success story. But as immigrants of a late wave in a nation of immigrants, the La Falces stand for something much bigger—the whole pattern of trial and triumph followed by all the millions of Europeans, Africans, Asians who have in the last three centuries become Americans.





JOE LA FALCE, the second son, takes after his father in working as a laborer. His wife Grace, in between caring for her household of eight persons, makes



highly spiced sausages which she sells. His son Al is seen at right directing some students in a rehearsal of a school fashion show at Poughkeepsie high.



A HARD CLIMB UP THE ECONOMIC LADDER

The La Falces had 11 children to bring up on a laborer's pay. For many months in the Depression they had practically no income. But the storekeepers always gave Pop credit.

Everybody worked. Mom and Helen kept house. Joe opened a grocery store, but he gave too much credit and went broke and became a laborer. Louie is a barber, Frank sorts mail in the post office, Tony is manager of a shoe store, Mike a clerk, Pat a shipper, Jimmy a bread salesman and Carmine a bakery supervisor. Among them they have managed to surmount successive crises of parentage, disease, the war (six were in the service). They bought Pop a TV set when he had a stroke and

pitched in to put the baby brother, Johnny, through college. Their own children are being brought up as all-American kids: they go out for basketball and crew, one has been elected president of the senior class at high school.

Pop, recovered from his stroke, is still a laborer (at \$2.02 an hour). "Every foot in Poppa's has walk on my hands," he says proudly. Back home he works too. He has built a shrine in his backyard and dug a garden. He has fig trees there, which he buries every winter under tin and six feet of earth and uncovers again in warm weather so that his grandchildren can taste some of their Mediterranean sweetness in the tang of a Hudson Valley autumn.



THE LA FALCE HOUSE, built on credit in 1931, is mortgaged again to pay for Johnny's college.



SON LOUIE is a barber. He married an Irish girl, the only son to date to marry out of the Italian fold.



SON MIKE works as clerk for International Business Machines Corporation with its motto on desk.

← **PAPA** cleans up the sidewalk outside the house. He laid cement foundations for the house himself.

← **DAUGHTER MARY**, Sister Mary Rose of Sisters of St. Francis, supervises hospital maternity ward.



KISS FOR JOHNNY is Mom's greeting for baby son, who has just started work as director of vocal music in Hyde Park school system. Joe's wife Grace, a superior cook, mixes ingredients in foreground.

THE FESTIVE BOARD of the La Falces is indefinitely extensible through dining room and on into the living room. On this occasion 11 extra people turned up without fazing the kitchen staff.

HOME LIFE: SWEET AND LOUD



A GLASS OF CHIANTI is poured from a *fiasco* by Pop for Johnny. Wine has become a rare luxury at the La Falce table since Pop stopped making his own from grapes which he grew in backyard.

The nine-room house, where 11 children once grew up, is too big now for Mom and Pop and the unmarried children, Helen and John. The creek outside, which the kids dammed and learned to swim in, runs free now because the third generation goes to a lake. The house has a refrigerator and a television set and looks like any house in America except that the children and the children's children are always passing through it, and the kitchen smells of spaghetti with meat sauce, and garlic and spices, and the place is always full of cheery noise: the youngsters romping, the older people chattering in a mixture of Italian and English, and Joe on the phone fixing a new date for the brothers' band, and Johnny at the phonograph playing a recording of himself as the Apparition of Samuel in Handel's *Saul*, and an army of daughters-in-law scraping off the plates.





LA FALCE BROTHERS' BAND, in which all the boys (and their sister Mary before she became a nun) have played or vocalized at one time or another, rehearses in the family kitchen. Money from its performances at nightclub frequented by Vassar girls plays big part in keeping the family going financially.



YOUNGER GENERATION carries on family's musical tastes. Here Jimmy's Mary Ann and Mike's Michael J. take over at piano. Only member of the family who cannot carry a tune is Pop who, however, can remember making bagpipes from goatskin and reed and singing under his future wife's window in Italy.

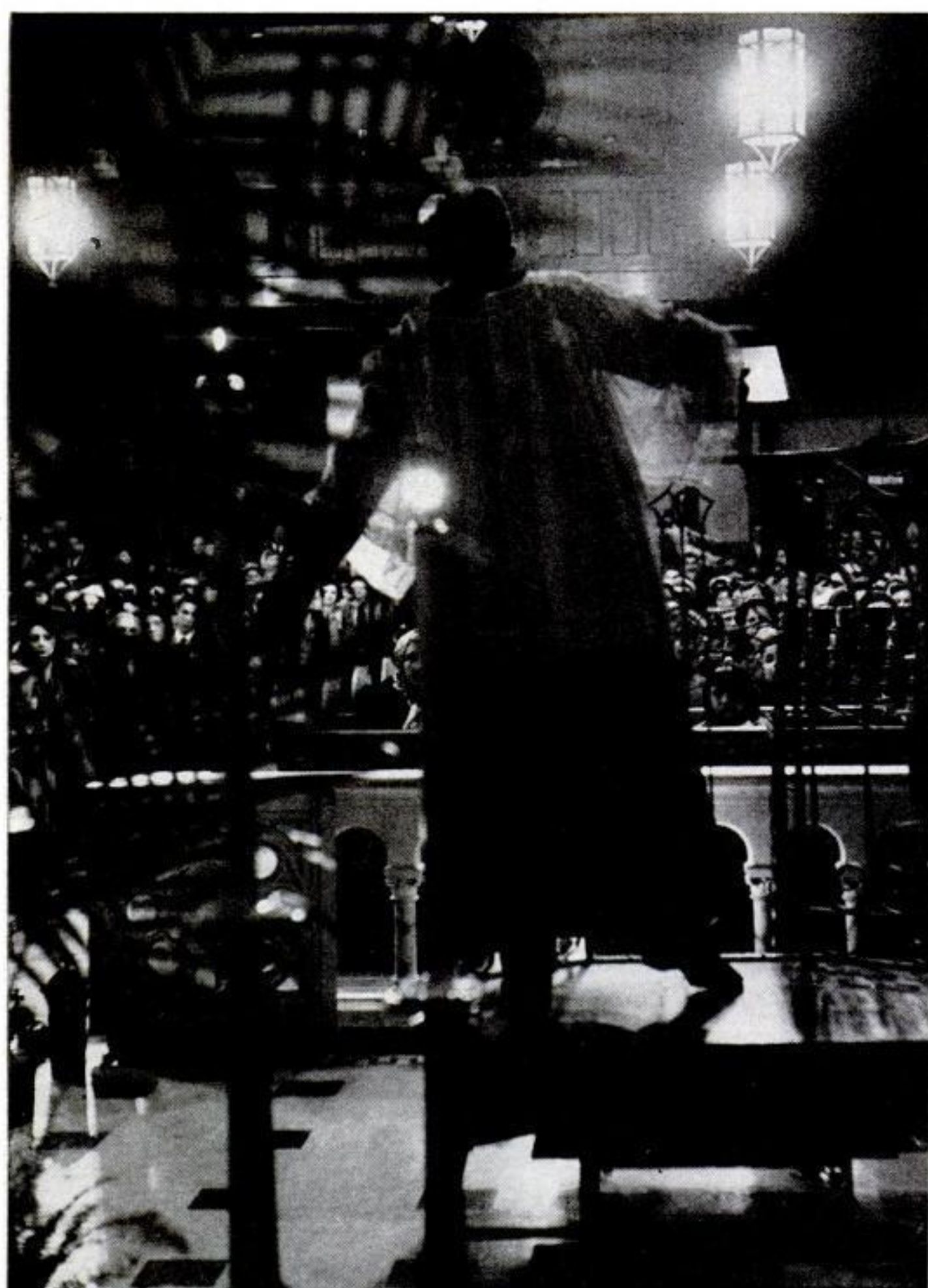


SCHOLAR'S SLEEP is not disturbed as Pop and Mom, who are watching television (their favorite program is Arthur Godfrey), take care to leave Johnny alone. Pop, who has worked with his hands all his life, is convinced that mental work is much more tiring and that Johnny's studies thoroughly exhaust him.



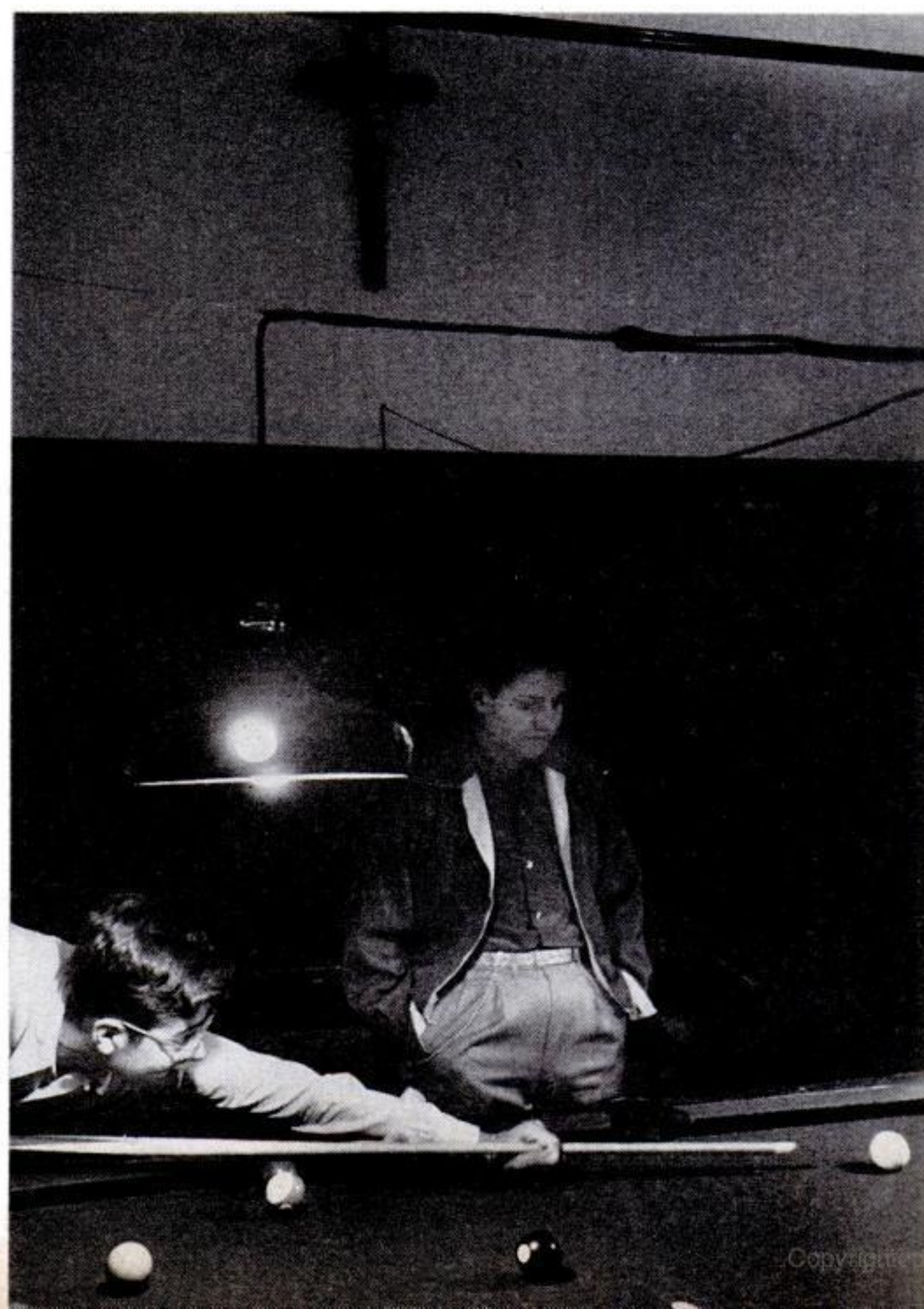
CHURCH CHOIR, with Frank at the organ, is largely composed of La Falce boys, who played in nightclub the night before, and their wives.

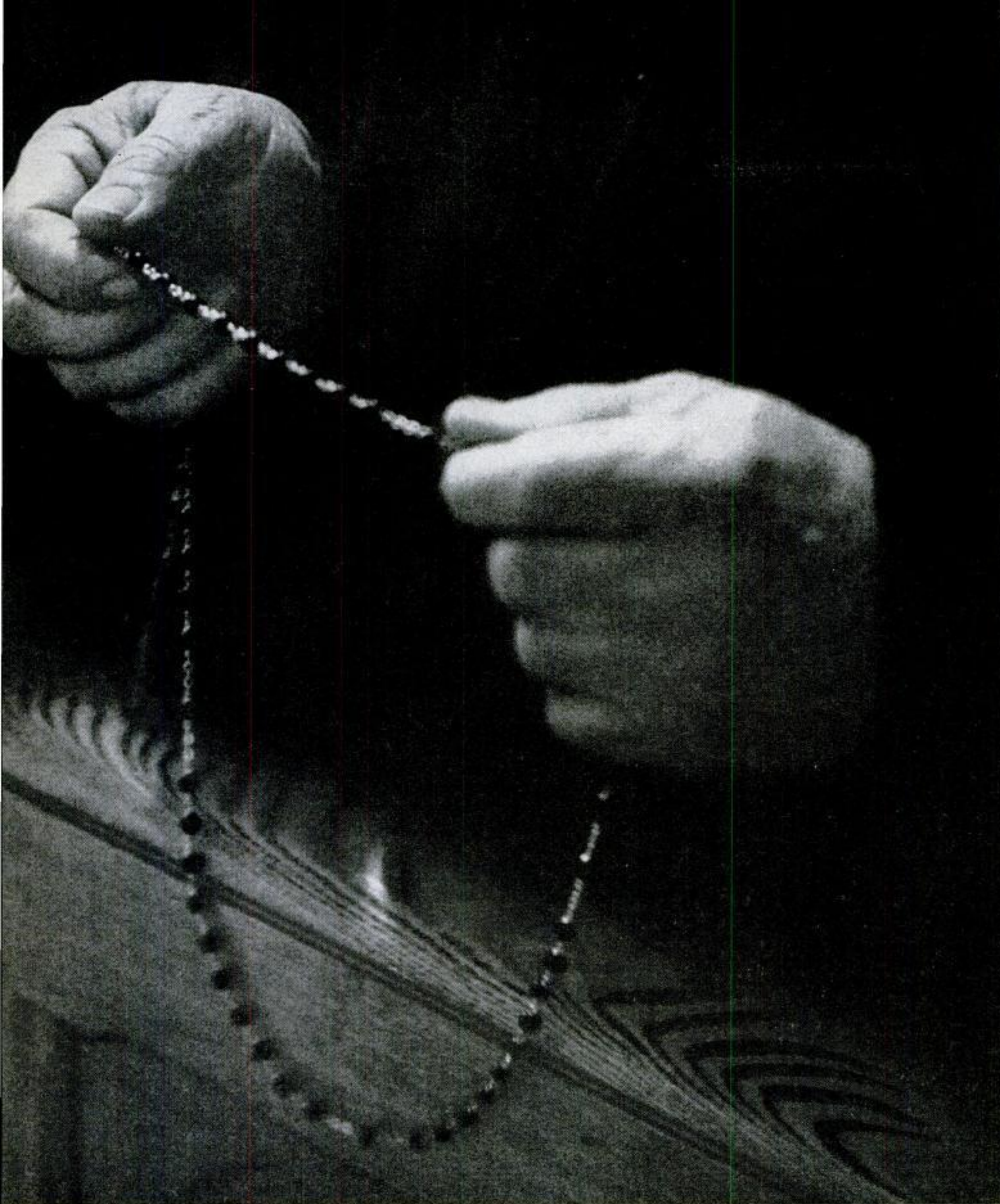
THE WORK-WORN HANDS of Pop La Falce pass the beads along his rosary as Mom's are clasped on the pew at Sunday morning Mass.



ELOQUENT PRIEST, Father Cantatore, who has dramatic bent, gives a free-swinging sermon in Italian to congregation in Our Lady of Mount Carmel church.

A GAME OF POOL keeps boys busy at a Friday night social of the Catholic Youth Organization.





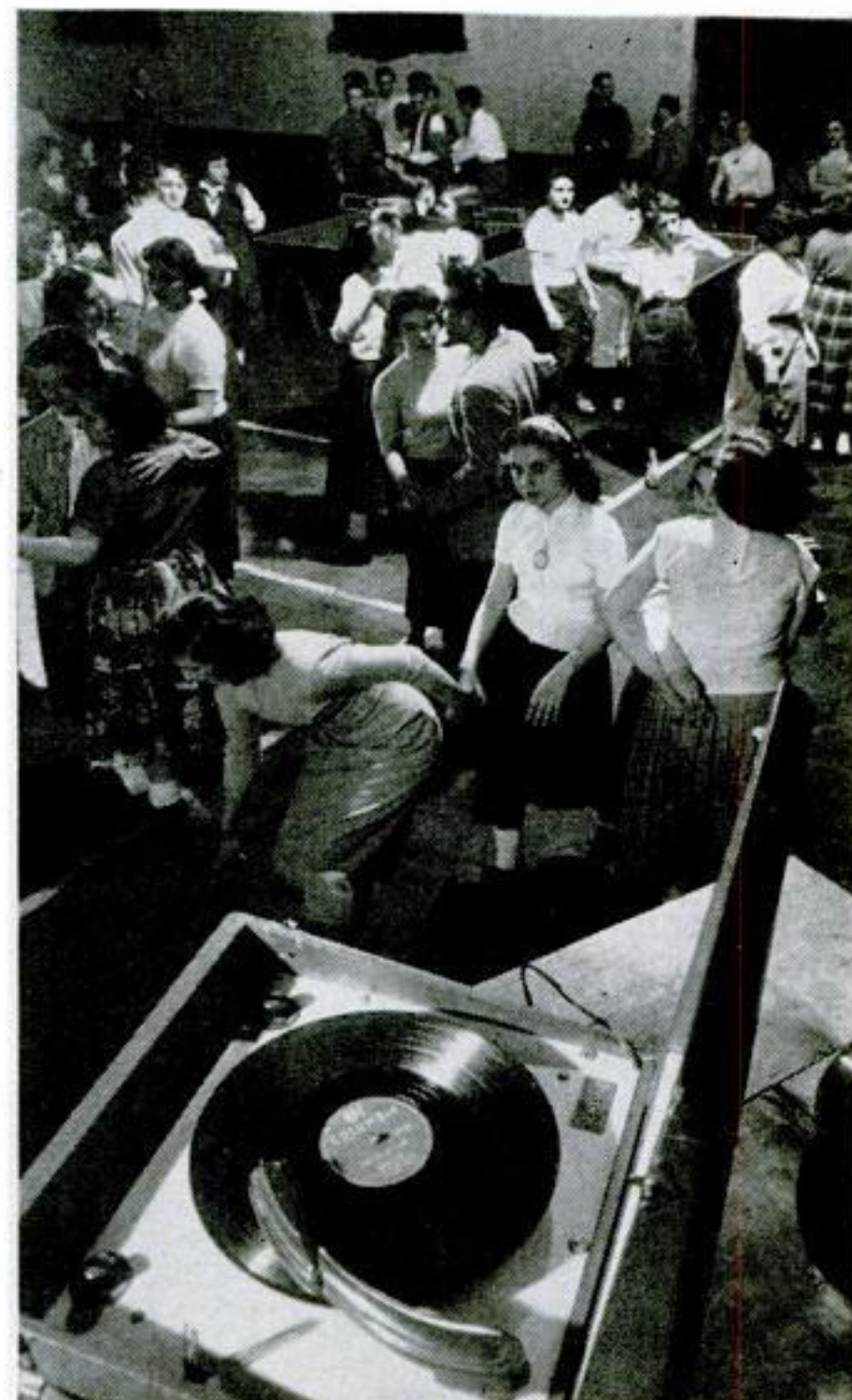
A CHURCH OF THEIR OWN

The rites of the Roman Catholic Church play a constant part in the life of the La Falces. Their house is full not only of images of the Sacred Heart and crucifixes but of pictures of past and present pastors of their parish. Their social life centers around the parish house, the Catholic Youth Organization, the parochial school. They sing in the church choir, are faithful attendants at Mass, give generously to the collection. Helen works two hours a day cleaning up the rectory, less for the money than as "my service to the priest of God."

The priest for the past nine years, an ever-welcome visitor to the La Falce home, is Father Salvatore Cantatore, a hustling handsome man who looks something like Spencer Tracy. He was one of a group of young seminarians sent from Italy in the 1920s to minister to the needs of the huge Italian-speaking population in the U.S. which lacked pastors it could understand. (The Italians still occupy a minor place in the American hierarchy.) Father Cantatore served for 13 years in New York and Yonkers, and by the time he came to Poughkeepsie he had a thorough command of the vernacular—"close your little traps," he has

been heard to say to the Mount Carmel School Mothers' Club when their maternal discussions got out of hand.

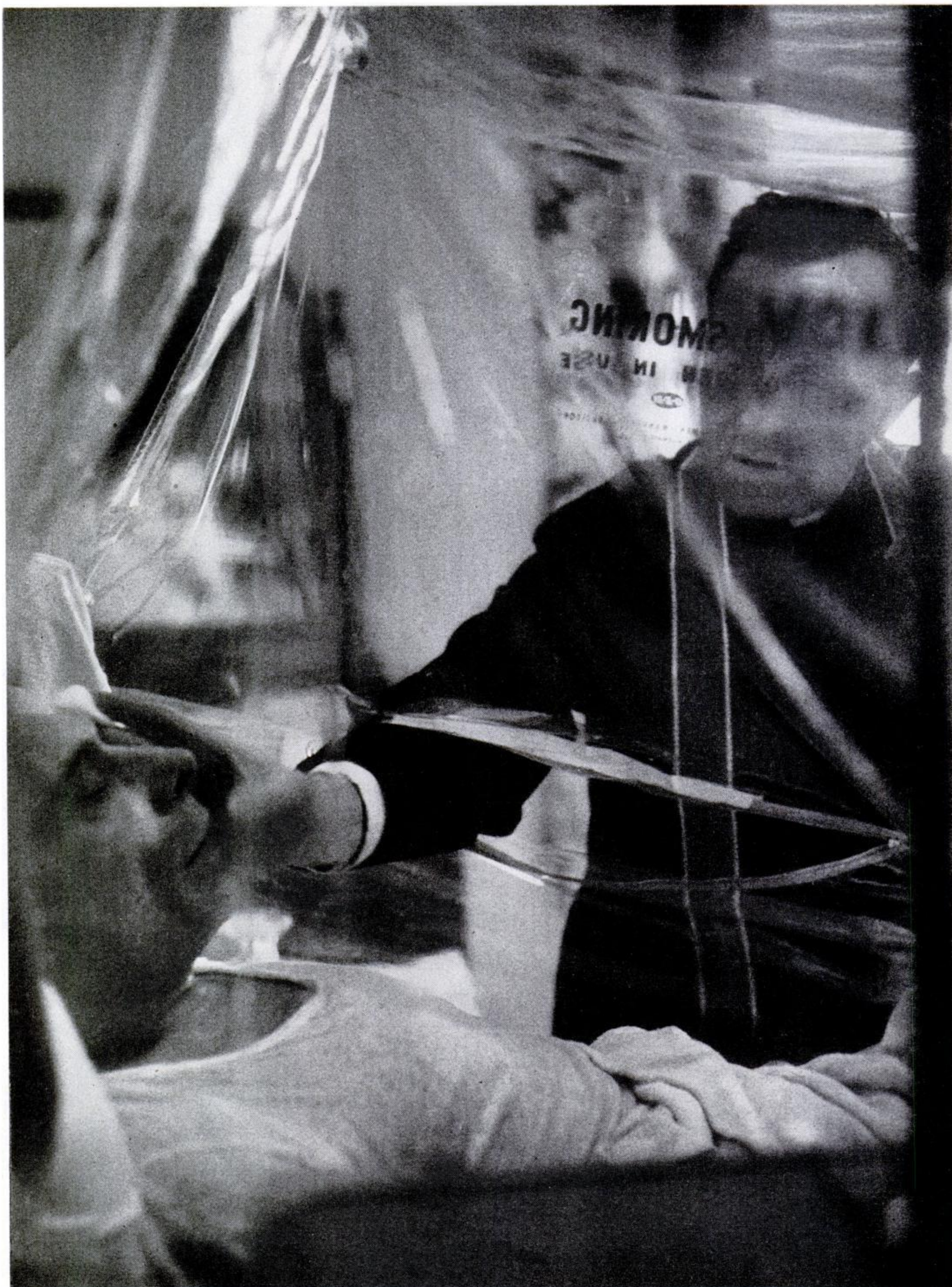
His church is Our Lady of Mount Carmel, built with pennies saved by the immigrants because they were dissatisfied with St. Peter's, whose pastor was Irish, and wanted a church of their own. It serves a "national" parish, that is, it takes in no fixed territory but covers all the Italian-speaking Catholics and their children in the area. The church had bare walls when Father Cantatore came, but he covered them with a rich selection of paintings and built a chapel surrounded by portraits of the 19 parish boys killed in World War II. Attached to the church are well-equipped recreation rooms, a school, playgrounds, all paid for by the parishioners themselves. Partly because they have paid for it, the father believes, these people feel far more intimately bound to the church than they ever did in Italy, where parishioners participated less actively in support of the church. And they keep presenting their problems to the priest as he makes his endless rounds, 2,000 miles a month by foot and station wagon, through the parish (*next page*).



FRIDAY NIGHT at parish hall finds the younger members jumping to music from the phonograph.



STUDIOUS PRIEST walks down sidewalk to a new mission, reading breviary while children play.



EXTREME UNCTION is administered by Father Cantatore to Joseph Aiello, a friend and fellow parishioner of Pop La Falce, under oxygen tent in St. Francis

Hospital. Priest rushed from the rectory when he got the news that Aiello had suffered a heart attack. He died about half an hour after this picture was taken.

LIFE, DEATH AND A SENSE OF BELONGING

To the penniless, lonely immigrant, says Father Cantatore, the Catholic priest was like a beacon: one man to whom he could rally who would listen to his problems. And so the Italo-American community has never lost its identity with the priest, whose daily life is indissolubly part of theirs—from baptizing through dying.

What is most impressive in the life of his parish to a semidetached observer like Father Cantatore (he became an American citizen in 1936) is not the washing machines and the other marks of material success which it tends to pride itself on. It is the generous neighborliness and mutual respect which has enabled the old inhabitants and the Italian immigrants to live together as one people. Thus the Italians were allowed to make their distinctive contribution to American life (*following pages*). And when Mussolini ("a bigga mouth," says Pop La Falce) dragged Italy into a war with the U.S., no sentimental attachment to the old country ever made people like the old La Falces think of themselves as anything but Americans; or, as Pop says, "I no trade this country for anything."



COMFORT FOR THE STRICKEN is offered to Mrs. Aiello, who returned to her husband's deathbed for a last kiss and a passionate outpouring of her grief.



BEGINNING OF LIFE for Joseph Allen Hetsler is solemnly celebrated as his godmother, Elizabeth Martino, holds him while Father Cantatore baptizes him.

END OF A LIFE for Joseph Aiello comes with a funeral which was attended by a large part of the parish. Here Pop La Falce drops flowers on his friend's grave.



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A WONDERFUL CHANGE



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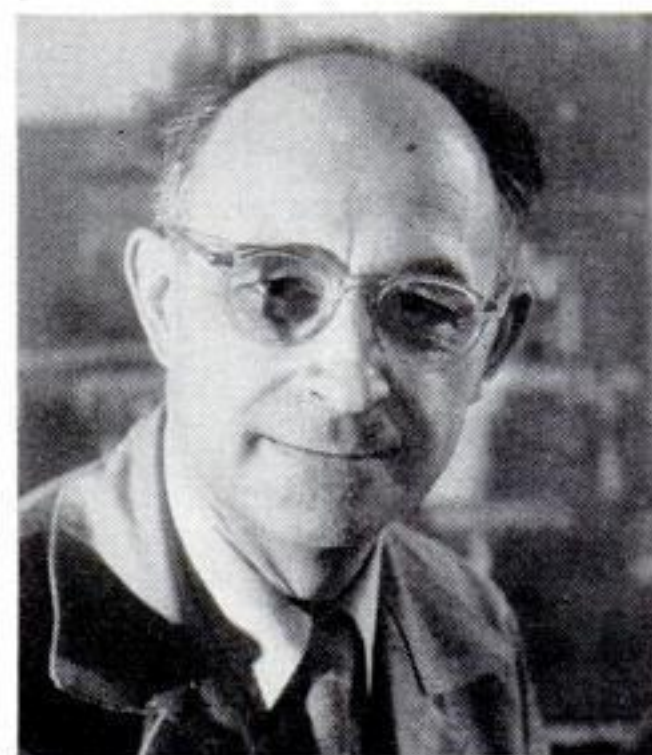
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ITALO-AMERICANS CONTINUED

ARTISTS, RICH MEN, SCIENTISTS AND A SAINT

Lists of distinguished Italian names in America may start with Columbus, who discovered the New World, Amerigo Vespucci, who named it, John Cabot, who discovered North America in 1497, making England's claim to the territory possible. They may include Garibaldi, who lived on Staten Island for a few years while he was planning the liberation of his homeland. But the great flood of Italian immigration started about 1890 and went on till World War I. The first generation, fresh from the overcrowded soil of south Italy, was too poor and too busy to make a real mark on the cultural life of the nation. The second generation tended to turn its talents toward making money in business lines not already pre-empted by older groups of immigrants, notably the building and needle trades. The *Italian American Who's Who* has four columns of building contractors to half a column of musicians. But the Italo-Americans have still made a mark in industry, arts and science.



PHYSICIST Enrico Fermi, who came to the U.S. in 1939, headed the group which built the first atomic pile at the University of Chicago in 1942.



EDUCATOR Leonard Covello, a high school principal in New York, is a leading U.S. authority on the cultural problems of minority groups.



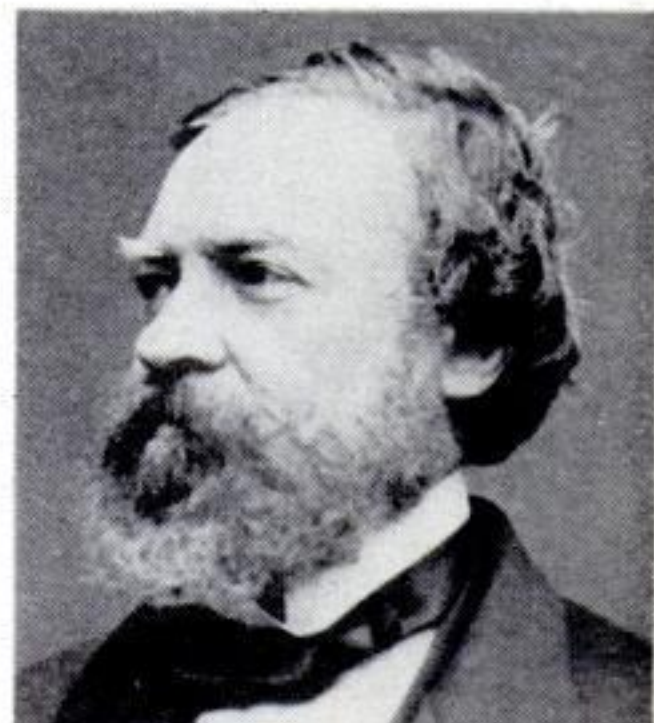
INDUSTRIALIST Ross Siragusa, son of Buffalo shoe repairman, is president of Admiral Corporation, one of three biggest U.S. makers of TV sets.



BANKER Amadeo Peter Giannini founded and, till his death in 1919, ran, the Bank of America. He was a financial titan of West Coast states.



SAINT Mother Frances Xavier Cabrini, a tireless worker among the poor, was the first U.S. citizen to be canonized by the Catholic Church.



PAINTER Constantino Brumidi was 19th Century artist who decorated Capitol in Washington with frescoes showing early American history.

CONTINUED ON PAGE 147

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*Even though it is the only nail polish in the world containing
the miracle, chip-proofing ingredient... PLASTEEN*



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Nail polish with PLASTEEN is also formulated to offset harsh effects of daily contacts with detergents.

Certainly many of you would be glad to pay more for this polish, and other nail polishes have not hesitated in raising their price.

In creating this nail polish, I have always felt that I have an obligation to the millions of satisfied users throughout America who buy my nail polish with PLASTEEN. My price still remains at 10¢.

Sincerely,

Helen Neushaefer

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ITALO-AMERICANS CONTINUED



CONGRESSMAN Morano visits White House. He tells constituents in hat-making Danbury that he gave Ike his first Homburg.

THEY RISE IN POLITICS

Old-style politicians used to count on the "Italian vote," like that of other immigrants, in return for a basket of food at Christmas or a low-grade municipal job. But as new generations of Italo-Americans came up through college and law school, they demanded more serious recognition. They got it first in the big cities, where by the 1930s Italian names were appearing in the mayors' offices—New York's LaGuardia and San Francisco's Rossi. By the '50s the rambunctious spellbinders of that school had given way to a new class of businesslike politicians who can win statewide contests without depending on the solid vote of the Little Italys in the cities. This class includes Fair-Dealing Democrat John Pastore of Rhode Island, the first Italo-American to reach the U.S. Senate, and Albert Morano of Connecticut (*above*) whom the Republicans chose to represent both the millworkers of Bridgeport and the country gentlemen of Fairfield County in the House.



OLD MAESTRO Salmaggi coaches three young stars, all of Italian descent, Josephine Guido, Rosalia Maresca and Savina Dantes.

THEY SING ALL THE TIME

Any gathering of Italians is like a birdcage where any voice may burst spontaneously into full-throated song. Emigration brought no loss of enthusiasm for Neapolitan love songs and the more emotional grand operas. The big Italian names in music, from Toscanini to Pinza, generally represent people who have reached maturity in Italy before coming to the U.S. But the Italo-Americans form a vast musical pool out of which can come fine natural voices, like Mario Lanza's, and a devoted audience. Those who cannot afford the Metropolitan Opera still flock to the cut-rate shows put on by Impresario Alfredo Salmaggi, who for 35 years has been trouping to the corners of the land with his robust and sometimes overripe renditions of Puccini and Verdi.

CONTINUED ON NEXT PAGE

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LOOKS A FRIGHT?



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That's What Causes
**DENTURE
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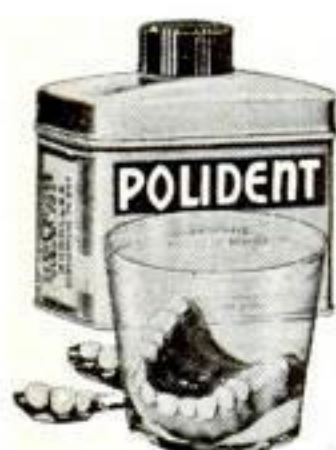
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rinse . . . a clean
fresh mouth!**



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World's Largest Selling Denture Cleanser

ITALO-AMERICANS CONTINUED



PHIL RIZZUTO, of the New York Yankees, son of a dock worker, is rounding out a fabulous career as one of baseball's great shortstops.



JIMMY DURANTE, a Manhattan barber's son, has made his big nose and his machine-gun style of humor known throughout the world.

SOME BOYS MADE GOOD

Kids growing up in poor Italian neighborhoods had to be sharp and tough and fast on their feet if they wanted to get ahead in the world. Some of them learned to use their fists so well that they could punch their way to the top of the boxing world: Willie Pep, Rocky Marciano and Rocky Graziano. Others, like Tony Lazzeri and Joe DiMaggio and Phil Rizzuto (*above*), went on the ballfield where they became national idols.

Another bright path leading upward was in entertainment. Boys who started singing on street corners or as marathon dancers or beating the piano in third-rate nightclubs are now famous gentlemen like Jimmy Durante, Dean Martin and Frankie Laine. A whole school of young men successfully modulated the rich Neapolitan voices of their forebears into the velvety croon which has aroused bobbysox enthusiasm for Perry Como, Vic Damone, Frank Sinatra, Julius La Rosa.



AL CAPONE, who died in 1947, had his face scarred in a barbershop knife fight when he started operations as a youth in South Brooklyn.



JOE ADONIS, like Capone a boy from Brooklyn, is a conservatively dressed, soft-spoken type of gang leader who now faces deportation.

AND SOME BECAME BUMS

Other boys in the slums found it easier to achieve advancement with brass knuckles, knives and sawed-off shotguns. A young hoodlum from Brooklyn named Al Capone was called in 1920 to help out in a gang war in Chicago, where the warring parties were drawn up more or less on national lines. Capone's gang slaughtered some scores of Irish-led rivals, as well as a number of his own compatriots (he slugged two of them with a baseball bat at a testimonial banquet), and ruled the roost of crime till he was sent to Alcatraz for income tax evasion and syphilis ate away his brain.

The flashy era of diamonds and lavish funerals has given way to a more conservative one, in which the gangsters dress like bankers and conduct extensive legitimate business on the side. Italo-Americans are understandably resentful at a popular inclination to make thugs like Frank Costello and Joe Adonis representative of their community. So is the Italian government of the latest U.S. scheme to fight crime at home by deporting alien criminals. The Capones and Adonises, they point out, were brought to America as babies. It was the streets of America and not their Italian blood which turned them into criminals.



More shaving infections come from tiny nicks and scratches than from any other cause.

Because they are so small, these little scrapes and nicks generally go neglected. That is why they are the greatest single cause of skin infections due to shaving.

But two special ingredients in Aqua Velva *automatically* help take care of any break in the surface of the skin. *The tingling is proof of Aqua Velva's action.*

In addition, you'll enjoy its pleasant aroma—*found in Aqua Velva alone*—and a healthy, well-groomed feeling. *For safety's sake*, add Aqua Velva to your daily shaving routine.

P. S. to wives: Give him the lotion he'd buy for himself! Gift bottle, 11 oz.



Get fast relief with soda

Acid Indigestion

Just ½ teaspoon of bicarbonate of soda in ½ glass of water brings prompt relief from distress of acid indigestion—safely, effectively. Bicarbonate of soda (baking soda) neutralizes excess acidity and helps relax stomach.



A HOUSEHOLD TREASURE

Arm & Hammer and Cow Brand Baking Soda are pure Bicarbonate of Soda, U.S.P. Write for **Free Booklet** to Church & Dwight Co., Inc., Dept. L-10, 70 Pine Street, New York 5, N. Y.

CONTINUED ON PAGE 150

Put pad on

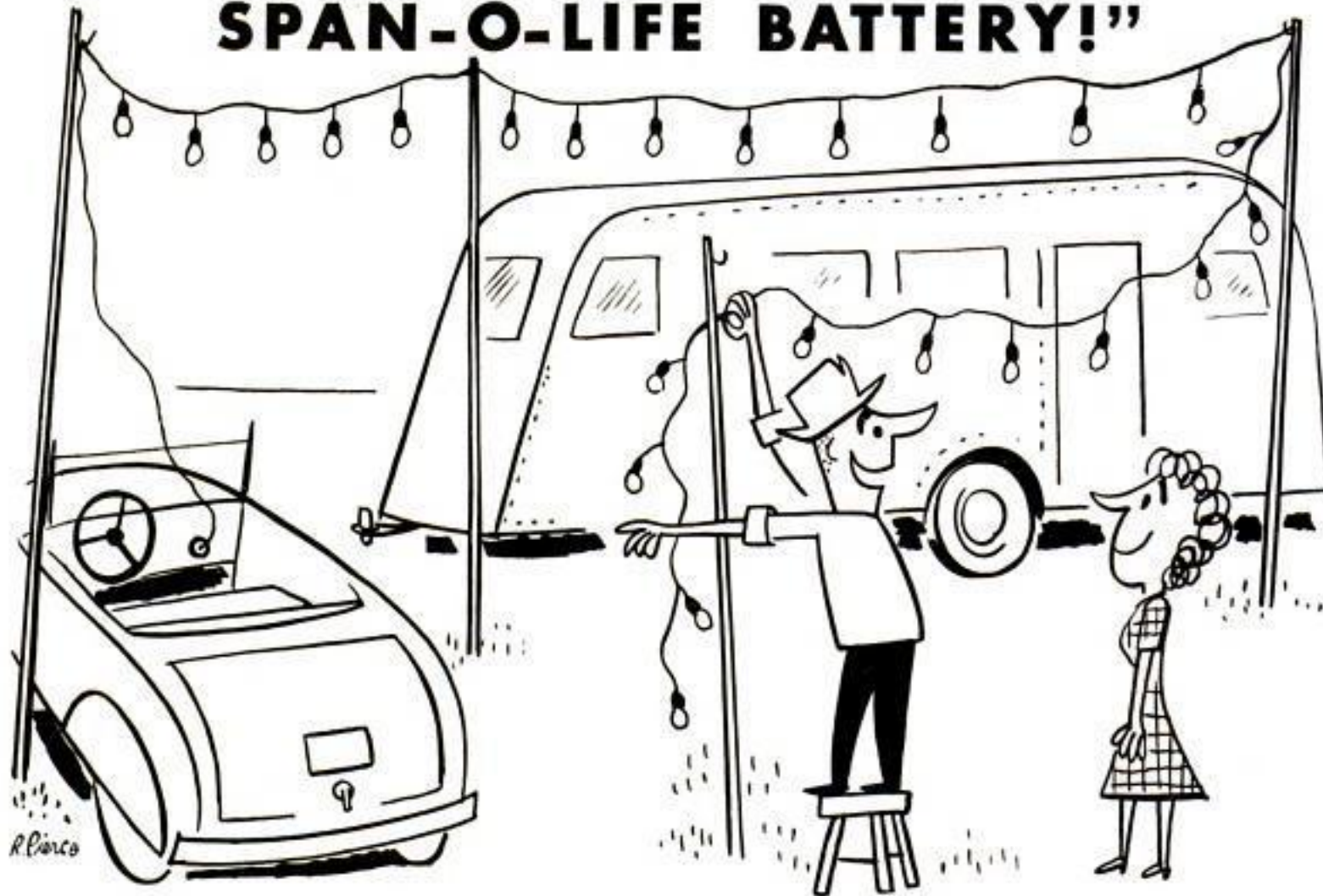
jonny mop
TRADE MARK PATENT APPLIED FOR DISPOSABLE TOILET MOP

Cleans toilet bowl ... today's way

Clean toilet

Flush away

"I should worry with my new
SPAN-O-LIFE BATTERY!"



Admittedly, an unusual circumstance — but then you get unusual service from a Span-O-Life Battery — it's *guaranteed for the life of your car*. And you get this unusual service and guarantee because Span-O-Life is a better built, better performing, quality battery. Put a Span-O-Life battery in your car, for the life of your car. Replacement is *free of extra cost* should it become defective! Write for name of nearest dealer.



SPAN-O-LIFE

"Guaranteed for the life of your car"

Life-Time Battery Corporation of America
New Braunfels, Texas

if it's on the slide,
it's on the screen...
with a **Skyline**

2x2 SLIDE PROJECTOR

**SKYLINE DELUXE, WITH EXCLUSIVE
1/2.9 HI-LITE LENS**

It's fun to show your color slides with this great new 300-watt, blower-cooled SVE projector. Finger-tip elevating device; heavy-duty transverse slide carrier; slide-viewing window. Two-tone color styled in Dawn and Charcoal Gray. \$9.75 at better camera counters everywhere. Other SVE models from \$9.95 to \$79.50 incl. F.E.T.



SVE

SVE... 1345 DIVERSEY PARKWAY
CHICAGO 14, ILLINOIS

Skyline THE BEST TO GIVE... OR TO GET

**EASE
HAY FEVER
and
SUMMER COLDS
Take
Tabcin**

AT ALL DRUG
STORES



45c and
75c SIZES

Own a cat?



**Puss 'n Boots
Cat Food**

Science says the LIFE BALANCE in WHOLE FISH gives your cat better health, beauty and sparkle. See Puss 'n Boots color page in LIFE, Oct. 19.

check Skin Torment

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D.D.D. PRESCRIPTION**.

OVERSMOKING...

**GIVE YOU HEARTBURN,
ACID INDIGESTION?**

GET FAST RELIEF WITH

TUMS

FOR THE TUMMY
GUARANTEED TO
CONTAIN NO SODA



YOUNG TYCOON Gene Mori bought his first cow at age of 13 with money he had saved selling milk for his brothers' dairy.

GENE MORI TURNS

The more credulous immigrants believed that the streets in America were paved with gold. For some it turned out to be true.

Gene Mori of Vineland, N.J. was the ninth child of a family of north Italian farmers brought to Vineland by an American named Charles Landis, who wanted Italian industry and frugality to develop the agricultural and industrial potential of the town.

Industrious and frugal to a marked extent from childhood, Gene became an entrepreneur at an early age (*above*). His original capital of a cow turned into a stock of rubber tires, which he sold at a terrific profit when the shortage he had foreseen occurred in 1916. By the age of 19 he had, he says, \$100,000 to invest. He put some of it into an automobile agency. With the profits from that he started a finance

MORI, WHO KEEPS A SHARP EYE ON EACH OF HIS 12 ENTERPRISES, PAYS



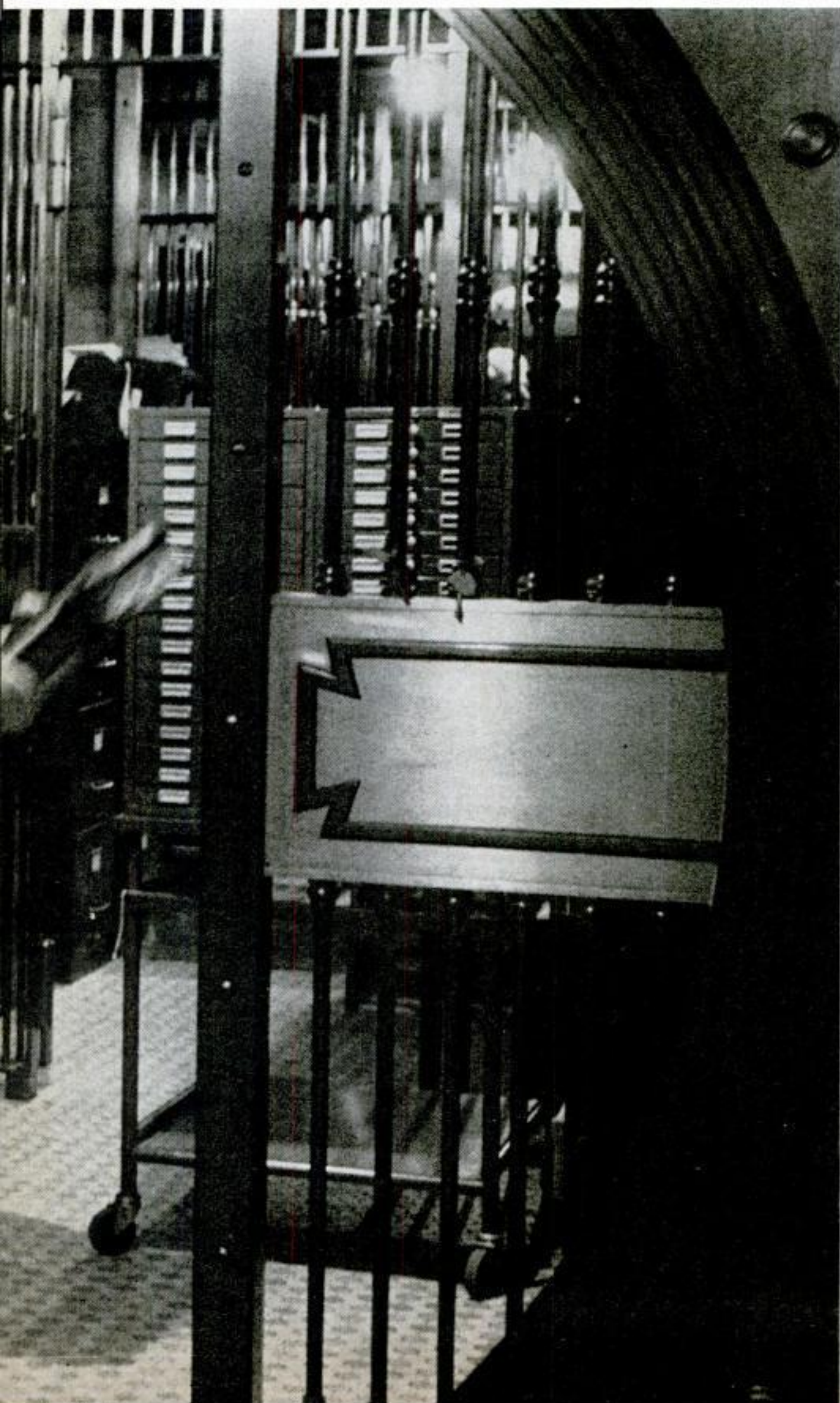


WHITE-HAIRED TYCOON Mori stands on street with 57 neighbors who have grown rich by investing in his enterprises.

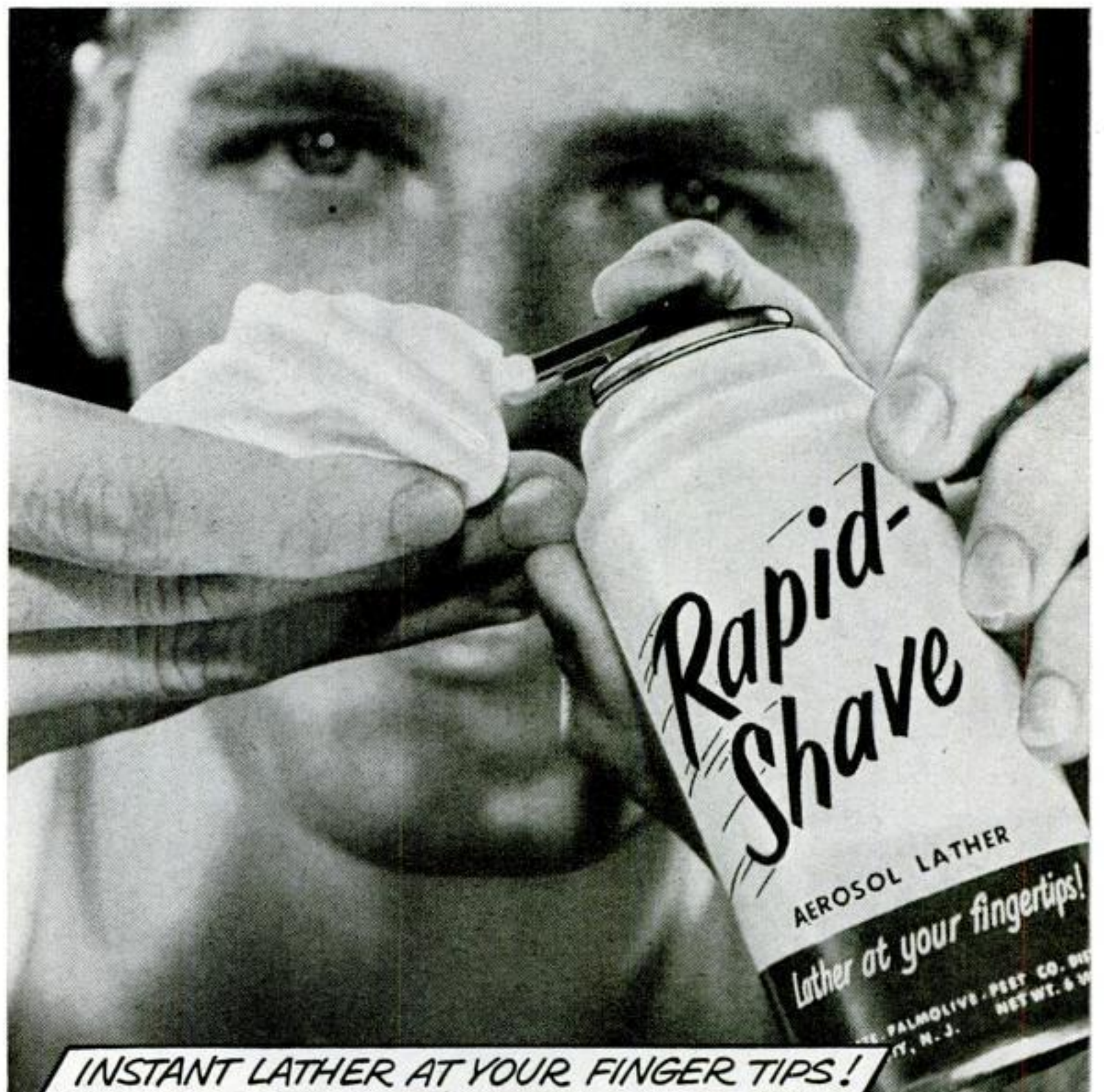
ANYTHING TO GOLD

company, lending people money to buy cars. More profits, and another finance company, this one lending money to people who put up cars as collateral. Some could not pay up, but Mori had two used-car lots to dispose of the autos. More profits, and he built a movie theater and bought two more. Then he bought into a frozen-food plant, a clothing factory, a bank. In 1941 he wanted to build a race track and was told he needed a million dollars. He turned to his dentist, a judge, a boxer, two undertakers, secretaries—all the neighbors, and had his million in a week. Now Vineland is full of people (*above*) who get a slice of every dollar bet at the Garden State Park race track near Camden. "How far is far?" asks Mori as he drives himself and his collaborators on to new millions. "You can go as far as you want in this country."

AN INSPECTION VISIT TO THE VAULT OF HIS FIRST FINANCE COMPANY



COLGATE - PALMOLIVE **RAPID-SHAVE** **OUT-SHAVES** **ANY LATHER OR** **BRUSHLESS CREAM!**



INSTANT LATHER AT YOUR FINGER TIPS!



FASTER!

Whish! Instant lather! Rapid-Shave spreads rich and thick! No messy brush! No greasy fingers!

SMOOTHER!

Glides easy! Rapid-Shave shaves you close and clean! Skin refresher adds extra shaving comfort!

CLEANER!

No razor clog! Wonderful new Rapid-Shave rinses off instantly! No messy basin! Faster clean-up!



**YOU'LL NEVER GO BACK
TO LATHER OR
BRUSHLESS CREAM
AGAIN!**

**NEARLY
3 MONTHS'
SUPPLY
ONLY 79¢**

TWO FRESCOES FOR ONE



ON TOP LAYER (LEFT) 12TH CENTURY FRESCO SHOWED TWO DEITIES. AFTER SECTION WAS REMOVED (RIGHT) ANOTHER GODDESS PEERED THROUGH

MUSEUM GETS RARE CHINESE MURAL, FINDS RARER ONE UNDERNEATH

Officials at the Nelson Gallery of Art in Kansas City were greatly upset when they discovered that the prized 12th Century Chinese wall painting given them last year by Art Dealer C. T. Loo had been damaged on its way to the museum. But when they called in the museum's art restorer, James Roth, to look at the chipped fresco, he seemed delighted. Under the surface of the painting he spied a layer of mud and rice husks, and under that a trace of blue paint. He proceeded to cut the fresco into squares which

he removed and reassembled on a panel. Then, with the aid of dental tools and a vacuum cleaner, he lifted the mud from the remaining surface and unveiled a gracious goddess on a lower layer of the mural. This unexpected dividend was identified by experts as a unique example of 10th Century Chinese painting and one of the great Oriental art discoveries of the century. Along with the top fresco, which was put back together again, it provided the museum with two rare frescoes in place of one.



A Kitchen First that has swept the country!

PHILCO®

ELECTRIC RANGE

*with your choice
of COLOR!*

YOU WANT COLOR IN YOUR KITCHEN, and Philco has given it to you *first* . . . your choice of gay, decorator colors in the control panel of your new 1953 Philco Electric Range.

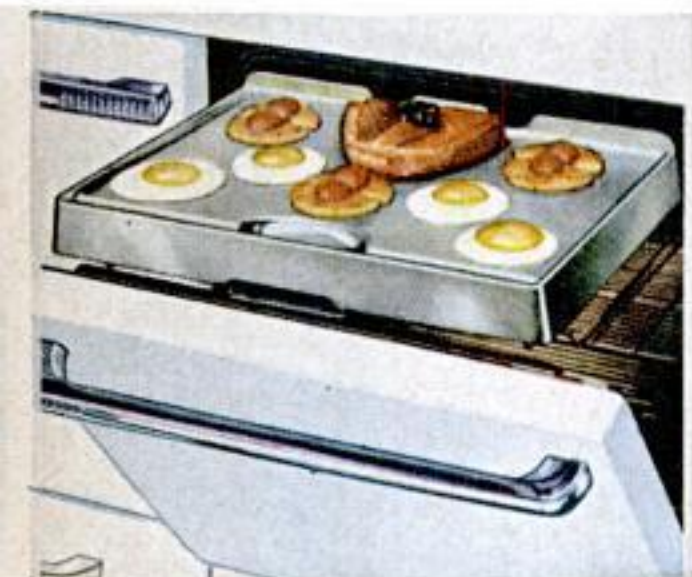
AND TODAY WE KNOW that Color is as popular as all the other great *firsts* brought to you in Electric Ranges by Philco—*Broil-under-Glass* . . . the built-in Jiffy Griddle . . . and the amazing Philco Quickset Timer.

YOU WANT THESE ADVANCES because they mean new convenience, better cooking, and greater value. *And Philco is the only range that has them!* Ask your dealer for a free demonstration of Philco features. And treat yourself to a look at his new Philco Electric Ranges—13 models, from \$179.95 to \$469.95.

Prices subject to change without notice

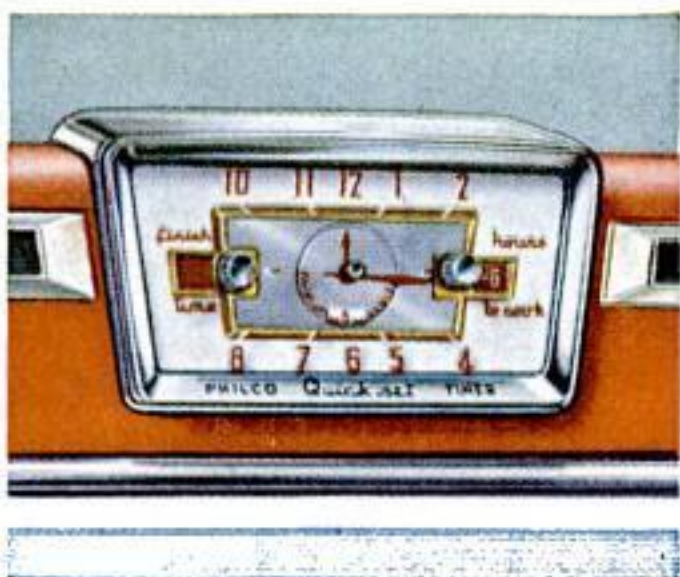
PHILCO Electric Range 839, with two ovens and all features illustrated below

*Which color fits your Kitchen?**



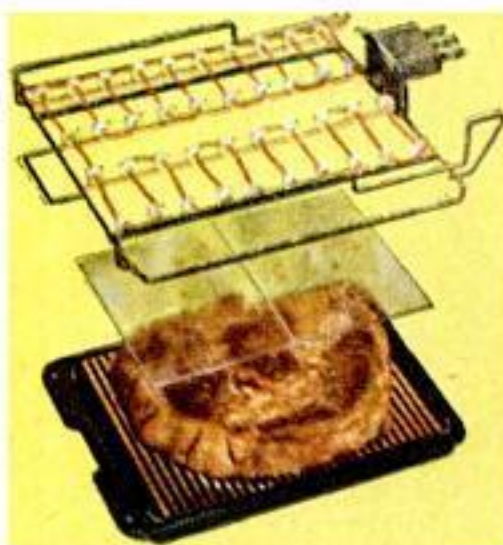
BUILT-IN JIFFY GRIDDLE

Gives you cooking area of 2 extra surface units for ham, eggs, pancakes, etc. *High and Low* speeds. Solid cast aluminum heats evenly, cleans easily. *Only Philco has it!*



AMAZING QUICKSET TIMER

So simple a child can work it! Set one knob for cooking time; set the other for when you want food done—then leave it. Cooking is automatic. *Only Philco has it!*



BROIL-UNDER-GLASS

Sensational unit lets you broil without smoke by shielding hot coils from spattering grease. Foods hold juices, flavor improves, shrinkage drops. *Only Philco has it!*



KEY LARGO



YELLOW



PLATINUM



RED



**Choose from these four smart colors when ordering your Philco Electric Range*



TWO COMPLETE OVENS

Fast, current-saving, "one dish" Thrift Oven for everyday cooking. Huge "full meal" Banquet Oven holds largest turkey, roast, or six 2-lb. loaves of bread . . . and Philco "balanced heat" elements give same cooking temperature in all 15 rack positions. *Only Philco has it!*

©PHILCO CORP.

NEW! TWICE AS MUCH USEFUL WORK SPACE in a compact 30" range!

By sensible, new arrangement of surface units Philco brings you the first 30-inch range with enough work space to hold its own broiler pan, even with all units in use! And it's all in front. *Only Philco has it!*



PHILCO Model 345



MAKE SNACKTIME A "PARTY"
WITH NATURE'S MOST REFRESHING
FLAVOR IN

Pineapple Juice

CANNED TROPIC-FRESH

chunks

—bite-size, tempting served as a fruit dish;
add glamor to meats, decorate cakes, for
molded and tossed green salads

crushed

—delightful right from the can; handy
for cooking and baking, for sundaes,
icings, sauces and sandwiches

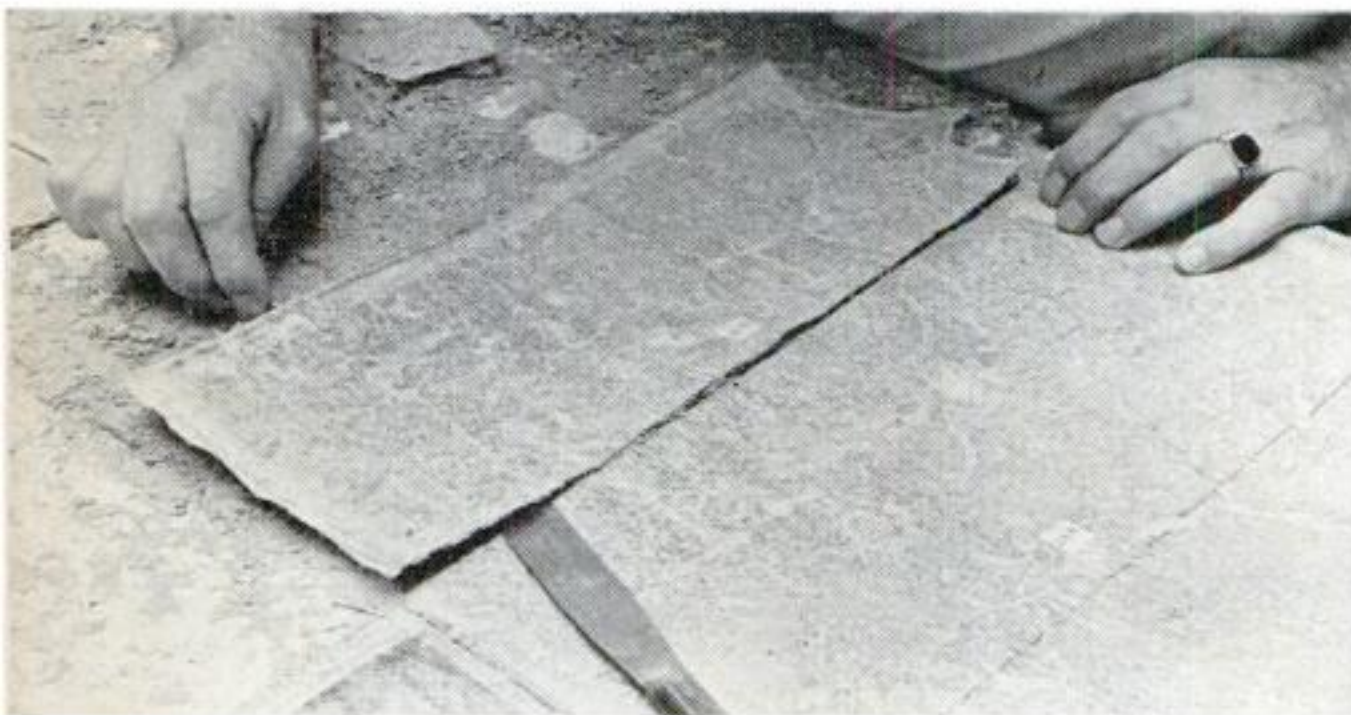
Your "can't miss" beverage for every
refreshment occasion is sunny-bright Pineapple Juice
brimming with *flavor*! Keep some cans chilling in the
refrigerator... pour glassfuls for your drop-in company,

when the children come from school, at TV and card gatherings.

Everybody *likes* Pineapple Juice! Serve it with doughnuts, cookies, sandwiches,
potato chips—any simple foods you happen to have on hand—or all by itself.

Check that "PINEAPPLE SHELF" in your kitchen—be sure it's well-stocked with
cans of *juice* as well as all the fruit cuts. And remember Pineapple Juice
at regular mealtimes... to liven *more* menus *more* of the time!

and at any meal
sliced pineapple



REMOVING TOP FRESCO, Roth ran wire probe under section to separate it from mud below. Top fresco was covered with glued paper to hold it together.



ORDER CARDS FOR THE FRIENDS OF LIFE SUBSCRIBERS

Special introductory rate

Please send me **LIFE** for 78 weeks and bill me for \$7.87

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CITY _____ STATE _____ ZONE _____ L3327

This rate is good only in U.S., Canada, Hawaii, Alaska and the Virgin Islands. To order, fill in this card, hand it to your newsdealer or local subscription representative or airmail it to LIFE.

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This rate is good only in U.S., Canada, Hawaii, Alaska and the Virgin Islands. To order, fill in this card, hand it to your newsdealer or local subscription representative or airmail it to LIFE.



PATCHED PAINTING shows Kuan Yin holding lotus blossom. Missing areas were filled in with strokes which subtly contrast with old fragments.

Noxzema pays you 75¢

IF YOU DON'T AGREE ITS NEW INSTANT SHAVING LATHER

1. Gives you the smoothest shave!

2. Is better for your skin!

● At last—a rich, long-lasting instant shaving lather by Noxzema. Guaranteed to give the smoothest shave ever—and prove better for your skin too, or we'll pay you 75¢.

Why Noxzema Medication Keeps Skin in Wonderful Condition!

Noxzema medication soothes and helps heal tiny, invisible razor cuts that cause smarting and irritation.

Try it—if you don't agree it gives the smoothest shave and your skin feels better, too, mail empty can to Noxzema, Baltimore, Md., and we'll mail you 75¢.

At all drug stores 69¢
(3 mos. supply for normal use)



SO COOL!
NO STING—NO BURN!

IT'S YOUR SKIN THAT HURTS WHEN YOU SHAVE!



Scientific Studies show your skin is not flat—but made up of tiny "hills and valleys." Your razor slices off the tops of these "hills," causing your skin to smart and hurt.



70 MILES PER GAL. GAS CHILD'S AUTO WITH MOTOR

Safe For Kids 5 to 15 yrs. Also pulls Mowers, Saws, etc. Write for literature. Eshelman, Dept. CM-210 Light St., Balto. 2, Md. 70 Hollywood Blvd. Los Angeles 28, Cal.



Nino says—

FRESH UP FOR FALL
HAVE YOUR
RUGS CLEANED

NATIONAL INSTITUTE OF RUG CLEANING, INC.

GREATER

BREATHING

Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time... anywhere.

COMFORT



Use as often as needed.

LOST..



without Milk-Bone!



Dogs need the chewing exercise they get from MILK-BONE DOG BISCUITS. Hard, crunchy MILK-BONE helps keep their teeth clean, gums healthy. Supplies vital nourishment, too.

Whatever your dog eats, he needs MILK-BONE DOG BISCUITS, too! The original bone-shape biscuit.

FREE SAMPLE

National Biscuit Company, Dept. L-10
Milk-Bone Bakery
446 E. 10th St., New York 9, N.Y.

Send me free MILK-BONE DOG BISCUITS. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)

Name.....

Address.....

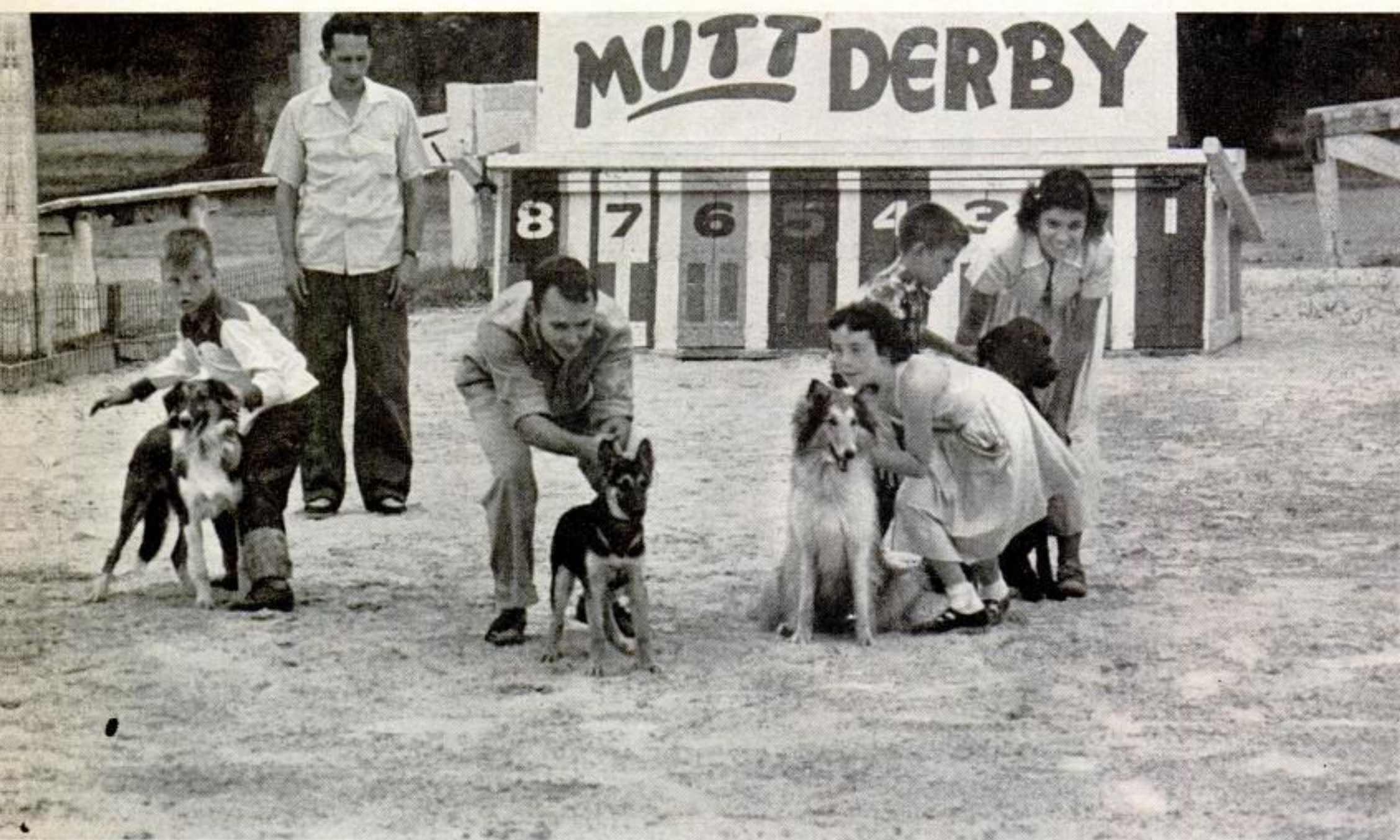
City and State.....

This offer good in United States only

NATIONAL BISCUIT COMPANY



GET READY: DOGS WAITING FOR THE SIXTH RACE ARE JOCKEYED INTO POSITION BY THEIR OWNERS



GET SET: AS RACE IS ABOUT TO START, OWNERS ENCOURAGE THEIR DOGS WITH PATS AND WHISPERS



GO: COLLIE PROMENADES, PUPPY GETS PUSHED, GREAT DANE LIES DOWN AND GRINS AT HIS OWNER



OWNER AND ENTRY, 8-year-old Jonathan Bond and Penny, enter secretary's office to sign up for derby.

Life Goes to a DILATORY PETS SPEND A

In Topsfield, Mass. a lot of low-bred dogs who had built up big local reputations chasing cars and neighborhood cats got a chance to run against some big-league competition: a two-hp mechanical rabbit named Topsy. At the Annual Mutt Derby, part of the Topsfield fair, 34 mongrels gathered on the track where greyhounds ran weekday nights. They were registered: age, weight, breed—this was a problem—and disposition. Rules were explained

EAGER BEAGLE NAMED MAJOR CHARGES DOWN TRACK





FILLING OUT FORMS, Johnnie didn't know exactly what breed Penny was, finally listed her as four-way dog.

Mutt Derby

RESTFUL DAY AT RACES

to their owners. Then Topsy, the rabbit, slid seductively past and the starter shouted, "Go."

But, for the most part, the dogs didn't go. Instead they licked their masters' faces with embarrassing friendliness, fought with each other, sashayed around wagging their tails, and paid small attention to Topsy. In 12 races only six dogs crossed the finish line without prodding, but all the entrants were given some kind of ribbon just for being there.



ENTRANTS AND THEIR OWNERS ARE BRIEFED ON GROUND RULES FOR THE MEET BY RACING SECRETARY

AFTER RABBIT WHILE THE OTHER CONTESTANTS FROLIC AT THE STARTING LINE. ONE OF THE FEW ENTRIES TO FINISH, MAJOR TOOK A THIRD PRIZE IN THE MEET



BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

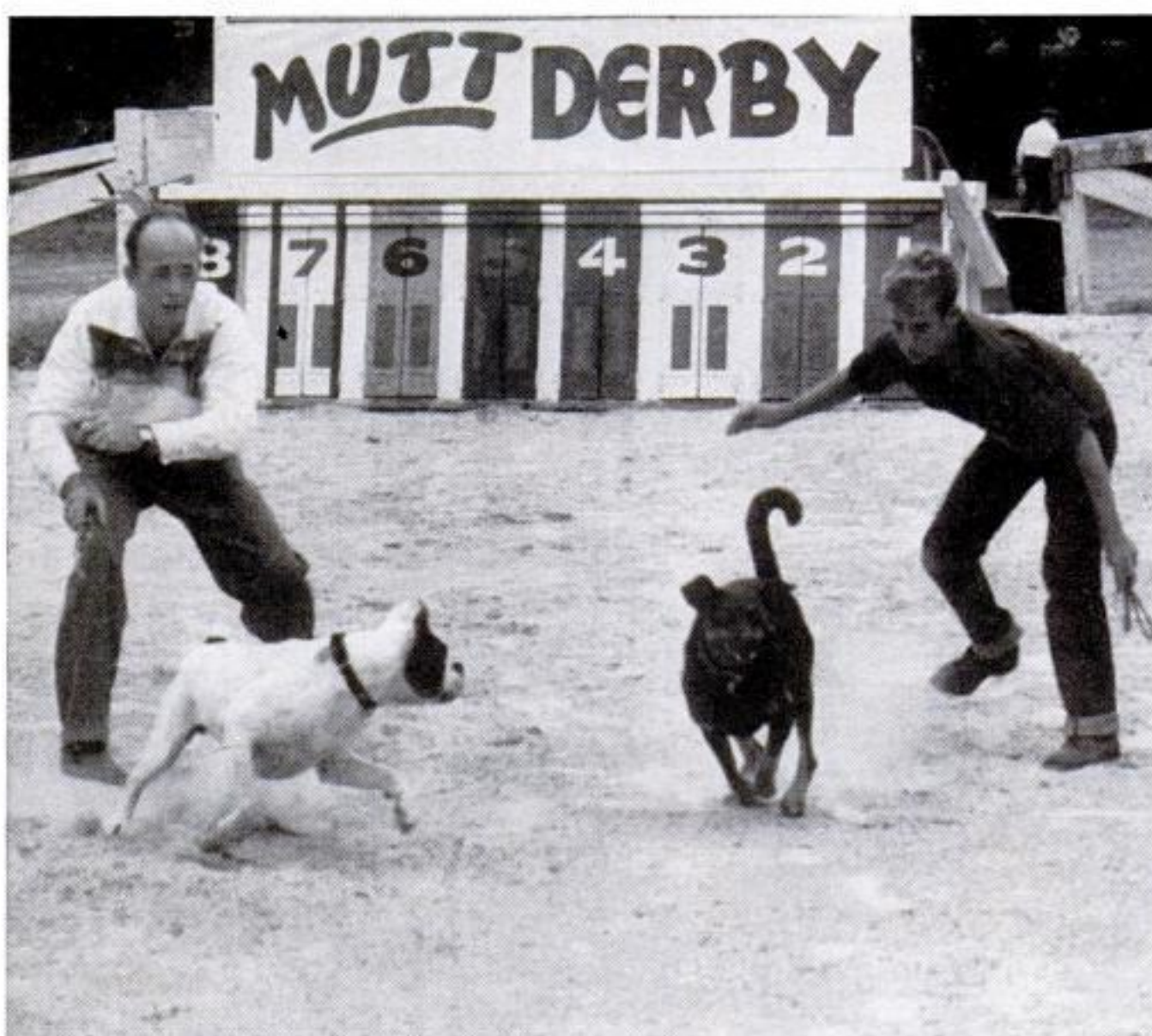
Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

CARLING'S
Red Cap Ale



© 1953, BREWING CORP. OF AMERICA, CLEVELAND, OHIO

Mutt Derby CONTINUED



FIGHT STARTS as middleweight race begins. Instead of heading down the track, Duke, an English bull, heads for Mr. Chipps, who is mostly Doberman.



FIGHT GETS ROUGH and the dogs' owners rush to pull Duke off. Track officials kept a fire hose ready for bad fights but did not have to use it.



FIGHT ENDS with Duke's owner gripping collar while Mr. Chipps's owner holds on to tail. The judges gave Mr. Chipps a second-place ribbon anyway.

CONTINUED ON PAGE 160

THE SWEETEST THING IN TOWN!



5¢
everywhere

Oh-h-h so good! Thick bittersweet chocolate coating over a scrumptious cocoanut center. M-m-m it's the sweetest thing in town!

JAMES O. WELCH COMPANY
CAMBRIDGE, MASS. LOS ANGELES, CALIF.



Tomatoes 'n peppers
pickles 'n spice,
Simmered together
'n blended just nice.
Soon as you taste it
You'll love it because
it's the

real home-made kind!



M-mm! mouth-watering
flavor-magic on meats,
poultry, sea food ...
and in cookery too!

-Betcha!

say Bennett's is as good
as any "home-made"
chili sauce you've tasted.
If not—send us the
neck-label and we'll
return retail price
plus your postage.



Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEN



60¢ *hygienically
sealed-in-glass*

WHY TAKE CHANCES
ON LESS THAN

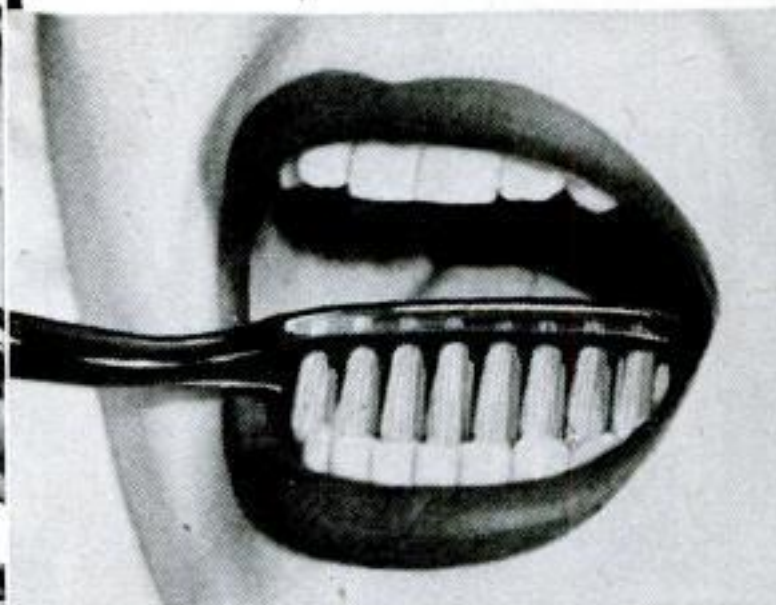
A precision instrument



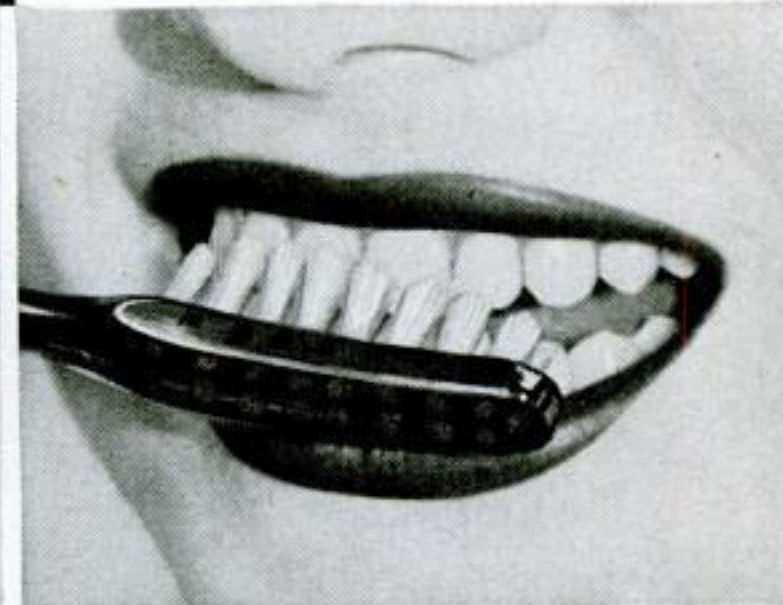
It fits! It cleans!

inside, outside, in between...

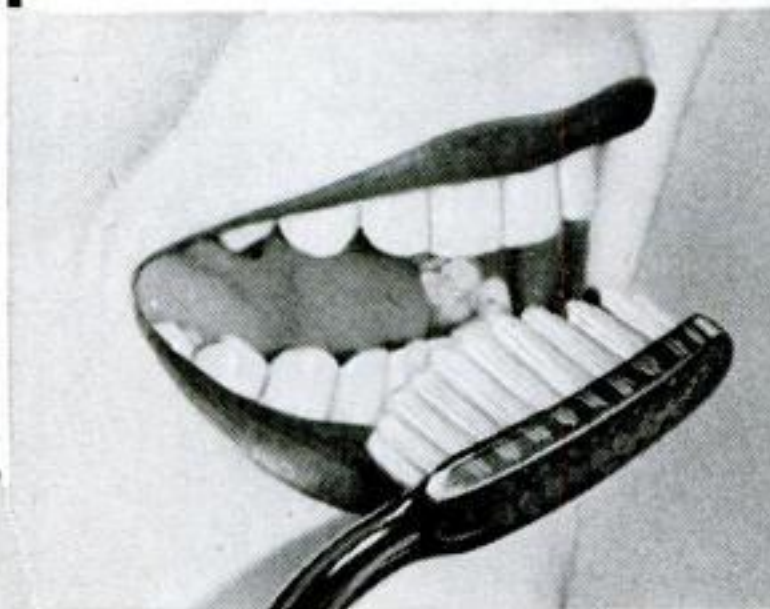
WHERE BAD
BREATH LURKS



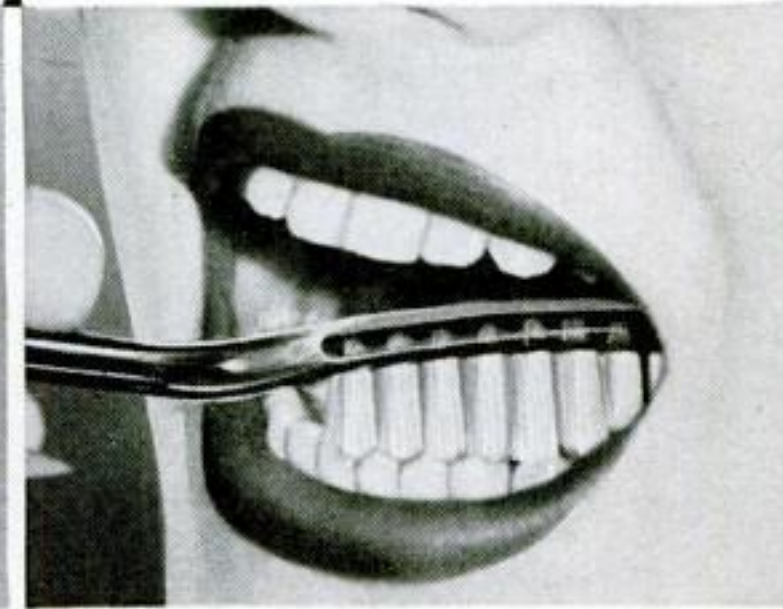
WHERE DECAY
STARTS



WHERE YOUR
SMILE SHINES



WHERE FOOD
LODGES



You benefit four important ways every time you brush with a Dr. West's Miracle-Tuft. The brushhead of this amazing toothbrush is curved two ways to reach every surface of every tooth—inside, outside, and in between, where food particles lodge and decay and most unpleasant breath start. In addition, it's *sealed in glass* for extra protection and *guaranteed for a full year*. One brushing will convince you that this is the finest toothbrush money can buy. Get yours today.

Copyr. 1953 by Weco Products Co.

False Teeth
WEARERS USE
AMAZINGLY SOFT

EZO

DENTAL CUSHIONS
For FIT, COMFORT
& BETTER CHEWING

FOR LOWER
PLATES



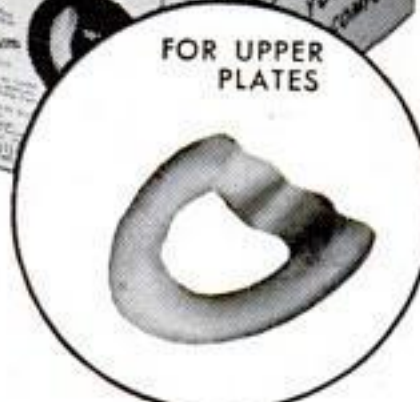
EZO
Dental Cushions

GREATER EATING COMFORT
WITH
FALSE
TEETH

FOR LOWER
PLATES



FOR UPPER
PLATES



look for
this display
at your
drug store

Millions Sold!

Not A Paste Or Powder

Get pleasant relief from ill-fitting dentures that cause you pain and embarrassment, by simply pressing a soft, pliable EZO cushion into place on your plate. EZO Dental Cushions help thousands of false teeth wearers, can help you . . . IF YOU MUST ANSWER "YES!" TO ANY OF THESE SYMPTOMS!

GUMS SORE & TENDER?

Ezo Dental Cushions help relieve sore spots on tender gums caused by ill-fitting dentures!

DOES PLATE RAISE OR "CLICK"?

Ezo cushions your plate into proper position and snug fit helps to prevent uncomfortable raising, embarrassing clicking!

DO SEEDS GET UNDER PLATE?

Ezo helps keep seeds and food particles out the way weather-stripping helps keep out the cold . . . by snugger fit!

TROUBLE EATING CERTAIN FOODS?

Ezo Dental Cushions help many denture wearers enjoy such foods as apples, pears, celery, corn, meat, tomatoes!

NOT USED TO NEW PLATES?

Ezo helps accustom you to new dentures by cushioning any pressure and keeping your plate in place!

ARE YOU EMBARRASSED?

You need be no longer! Get a supply of Ezo Dental Cushions today, and see how effectively they relieve your embarrassment. If your denture fits better, you'll feel better!

SEE YOUR DENTIST IF SYMPTOMS PERSIST

Get EZO DENTAL CUSHIONS At Your DRUG STORE . . . Package of 8 UPPERS or 10 LOWERS

50¢

If not at your favorite drug store, write **EZO PRODUCTS CO.** 5217 CHESTNUT ST., PHILA. 39, PA. Send \$1 each for 16 Uppers or 20 Lowers; or send \$2 for both

Mutt Derby CONTINUED



WARMING UP entry before race, owner gives Saint Bernard a workout on the track. But when race started he found dog would not run without him.



SHOOING HOME her dog, who at first refused to run, young owner chases down 150-yard track. She got applause from crowd and a ribbon from judges.



RUNNER-UP in meet is boxer, who actually caught rabbit beyond the finish line. He would have won meet but was scratched from final heat for fighting.

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF
WITH**



The way
thousands of
physicians and dentists recommend
Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

INGROWN NAIL
Hurting You?
Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

Sandoz
Proudly presents—



A great new triumph of watchmaking achievement . . .

the world's
thinnest and
smartest
self-winding
waterproof*
watch

Highest grade 17 jewel self-winding precision movement, shock-resistant, anti-magnetic, *waterproof—providing crystal remains intact and case unopened.

In stainless steel: \$55. F.T.I.
In 18 Kt. gold: \$275. F.T.I.

SHIRO WATCH INC., 11 W. 42nd ST., NEW YORK
Offices in Switzerland-Hamburg-London-Montreal-Hongkong-Singapore
Penang-Manila-Tokyo-Osaka-Kobe-Djakarta-Ipoh-Kuala Lumpur.

Can your make-up pass the "close-up" test?



You're lovely to look at—even close up—with Solitair
cake make-up

... by CAMPANA

Your most important moments are in "close-ups"... the very times when little skin faults are noticed most. Often, they show right through your make-up, in close-ups. But not if you wear Solitair. Solitair conceals each little skin imperfection. Your complexion looks flawlessly lovely—yet completely natural... never "mask-like." No other make-up gives you Solitair-beauty in close-ups! Try it... see for yourself the wonderful difference Solitair makes in your complexion!



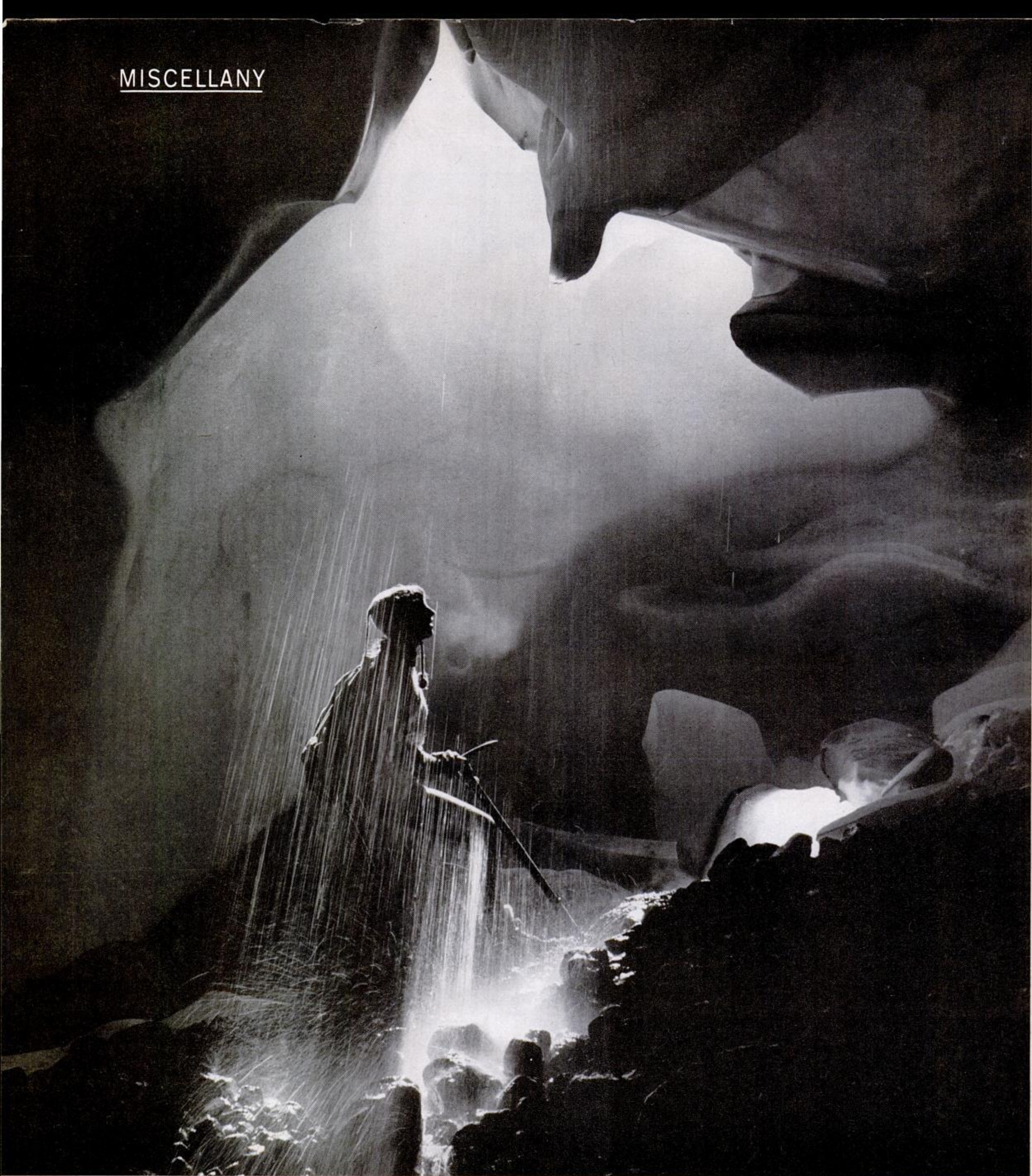
Contains Lanolin.
Will not clog pores.

New and Wonderful!

Solitair Beauty Lotion
—ocean-blue, fragrant,
Lanolin-rich. For hands
and body. Splash it on after
your bath! What luxury!
... for only 39¢ and 73¢.



Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (he won't!) if you wear Solitair!



GOOSE-PIMPLES IN A CAVE

This eerie, luminescent ice cave, part of a glacier on Mount Rainier in Washington, is some 40 feet wide, 20 feet high and 600 feet long, but it constantly changes its size and shape as the glacier moves and melts. Behind the melting ice, pouring down from the ceiling and dramatically lit by a shaft of light bursting through a hole in the roof of the

cave, is Miss Mollie O'Dell, a girl who has come very close to goose-pimples. Miss O'Dell, a University of Washington student who works part time at the Paradise Inn near Mount Rainier, wore shorts against the heat of the arduous climb up the high slopes. When she reached the cave she found herself in temperatures that were near freezing.



HOUSEWARMING, painted especially for Ballantine Beer by Richard Howard

We're holding Open House tonight...

Everybody's happy, everybody's bright.

The friends and neighbors we hold most dear

Toast our new home in Ballantine Beer...

The beer we've come to love the best

Because it meets the "icebox test!"

Serve Ballantine Beer cold as you will...

Here is Flavor that Chill Can't Kill!



BALLANTINE BEER

— with the Flavor that chill can't kill! —



P. Ballantine & Sons, Newark, N. J.



Now starring in TV's brilliant new program, "TOPPER"—on CBS-TV.

Anne Jeffreys
AND
Bob Sterling
tell why they
changed to
CAMELS



Anne: I CHANGED TO CAMELS YEARS AGO, BECAUSE TO ME THEY TASTE BETTER AND ARE SO MILD. SMOKING CAMELS IS MUCH MORE FUN. WHY DON'T YOU TRY THEM?

Bob: SO MANY THEATRE FRIENDS SMOKE CAMELS, I TRIED THEM. I'VE BEEN THANKFUL EVER SINCE FOR CAMELS' COOL MILDNESS AND WONDERFUL FLAVOR!

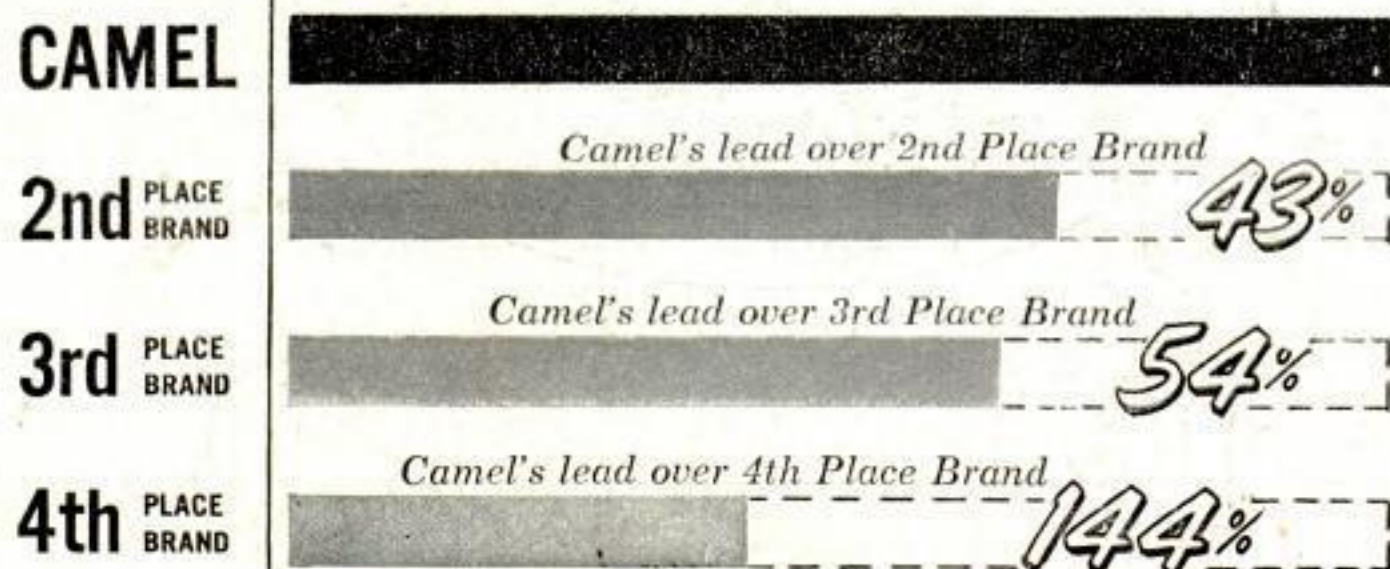
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



Camels:

FIRST IN MILDNESS, FLAVOR AND POPULARITY

LATEST FIGURES* SHOW GREATEST VOTE OF CONFIDENCE IN HISTORY FOR CAMELS!



*From Printers' Ink, 1953

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Smoke only Camels for 30 days and you'll find out what you've been missing!



● From coast to coast, more people prefer Camels than any other brand. Men and women, of all ages, in every walk of life are trying, testing and preferring Camels. What this *must* mean to you is that Camels' costly tobaccos give you rich flavor and genuine mildness—pack after pack. Yes—smoking Camels is more pure pleasure!